The Library
NEW YORK SCHOOL OF INTERIOR DESIGN
155 East 56th Street, New York City 10022

A Gralla Publication

MARCH 1980

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

SLS think-group brainstorms future

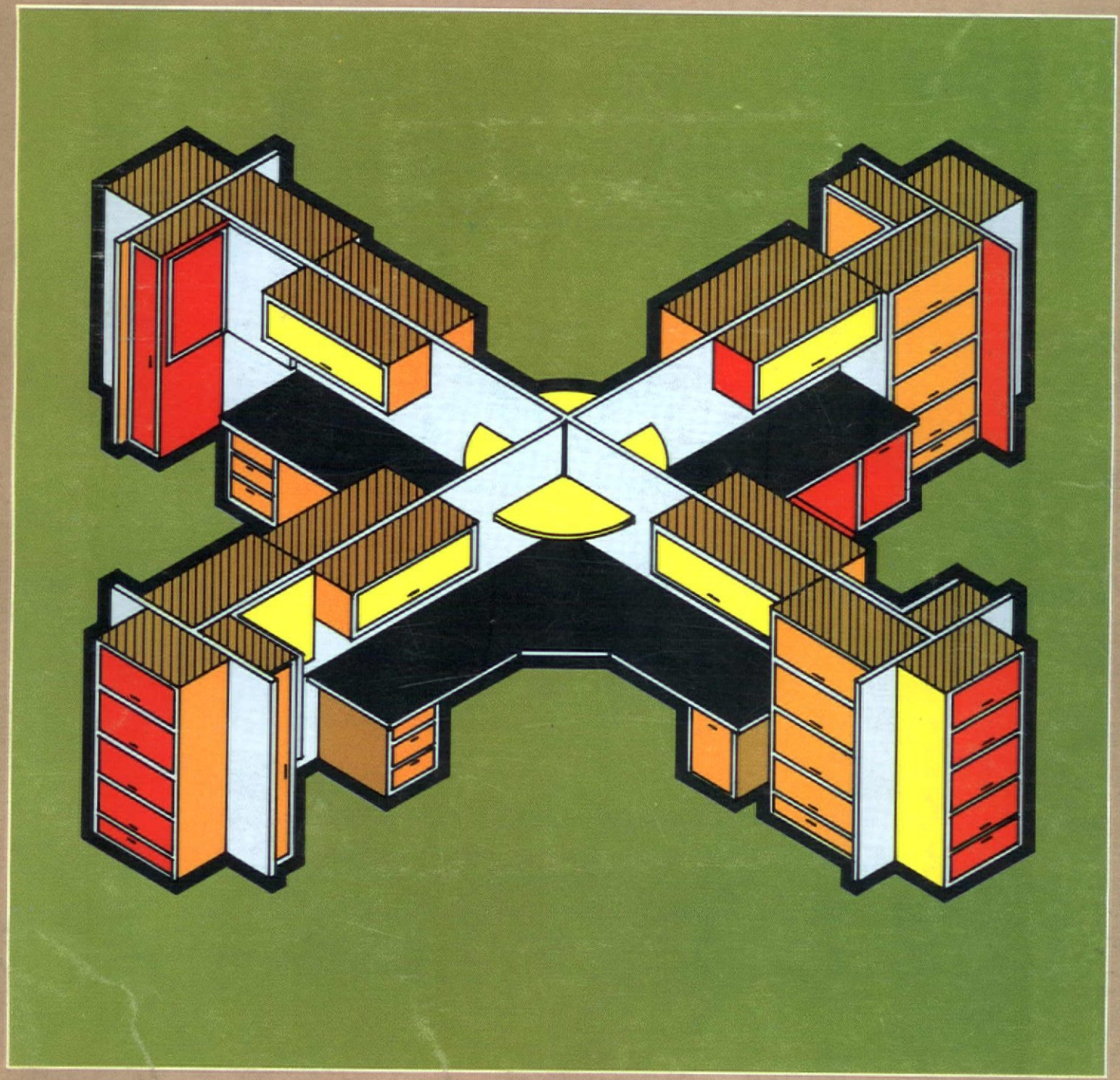
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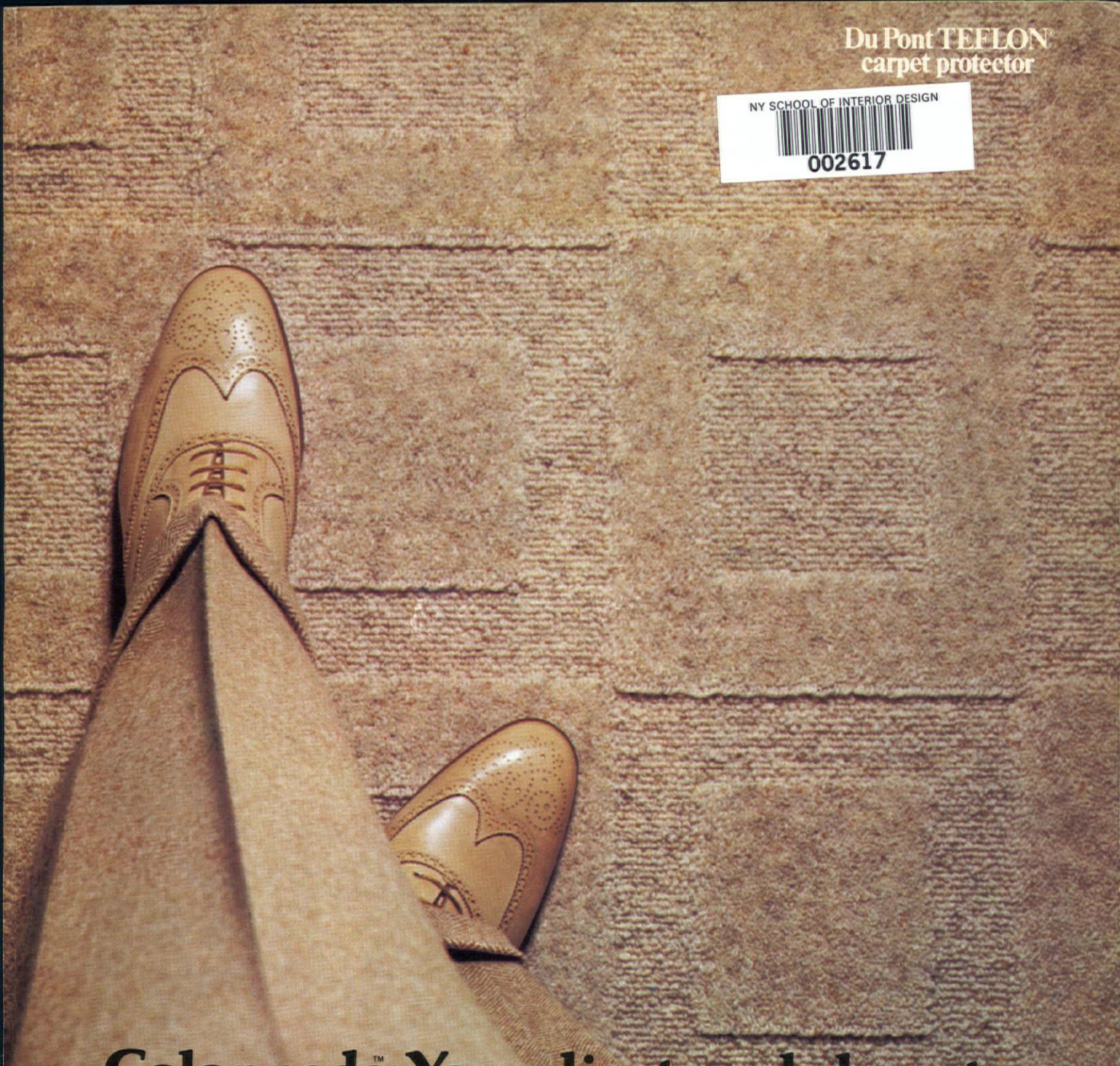
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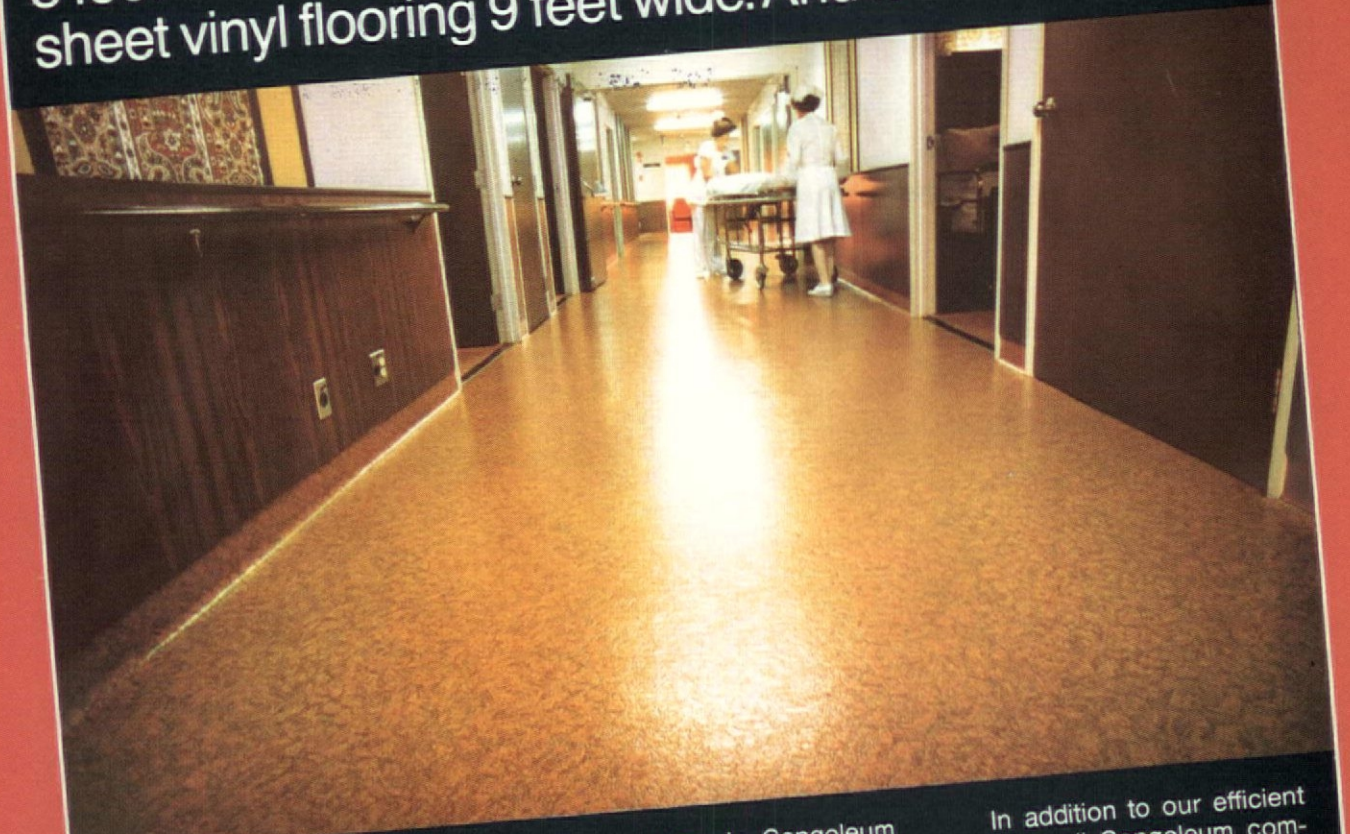
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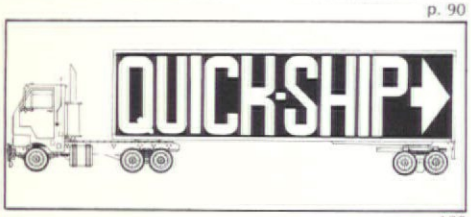
The United States Davis Cup team is sponsored by Congoleum.

DAVIS CUP

Circle 3 on reader service card



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Vol. 22, No. 3 MARCH 1980

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

The Library
NEW YORK SCHOOL OF INTERIOR DESIGN
155 East 56th Street, New York City 10022

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SLS Environetics executives retreated to speculate on possible directions the world and mankind can take. Alternatives: colonized planets, undersea cities.

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COVER—*Graphic artist George Koizumi creates this decorative treatment of an experimental workstation developed for computer programmers by P. Eric de Varis.*

STAYING POWER



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April: Fundamentals of restaurant specification by George Lang Associates and a look at some of the newest concepts in hospitality design—hotels and food service operations. Review of hospitality products, including casual and rattan furniture and furnishings. Preview of the National Restaurant Show, McCormick Place, Chicago, May 17-20; NEOCON XII Countdown—early preview of the world's biggest and most important contract show and exhibition. Carpet Scope: artificial turf.

May: CONTRACT'S total guide to the industry's largest and most important show and exhibition, NEOCON XII, at Chicago's The Merchandise Mart, June 11-13, 1980. Floor-by-floor coverage of the event includes new showrooms, exhibits, products, people, events, seminars and activities. Related NEOCON events are also covered in this issue.

Advertising Representatives

New York:

Frank A. Rizzo,Co-Publisher, Gary S. Puro, Advertising Manager, William Dahdah, Eastern Manager, Daniel Kisch, Herb Salazar, Gralla Publications, 1515 Broadway, 24th Floor, New York, N.Y. 10036.
Phone: (212) 869-1300.

Chicago:

Janet Ryan, Gralla Publications, 3525 W. Peterson Ave., Chicago, Ill. 60659. Phone: (312) 463-1102.

West Coast:

Neil Silverstein, Gralla Publications, 16200 Ventura Blvd., Encino, Calif. 91436. Phone: (213) 788-0271.

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President: Lawrence Gralla.
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Circle 6 on reader service card



THONET MUNDUS J.&J.KOHN

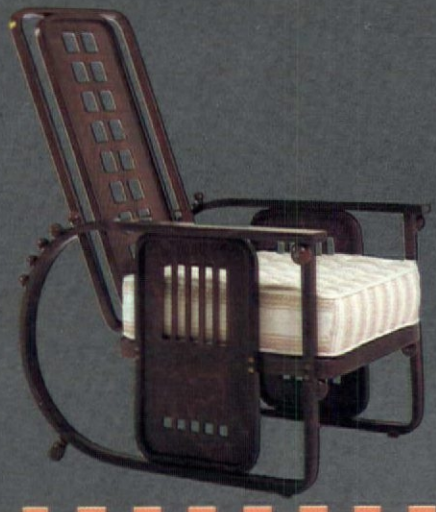
Between 1899 and 1905, Austrian architects and designers developed the style now identified as Vienna Moderne. Reacting against the excessive ornamentation of Art Nouveau, Otto Wagner (1841-1918), Josef Hoffmann (1870-1956), and many others created buildings, objects and furniture which emphasized "great simplicity and an energetic exhibition of construction and materials."* In 1903, Hoffmann and Koloman Moser, both of whom had studied under Wagner, founded the Wiener Werkstaette (Vienna Workshops). Inspired by the example of the English Arts and Crafts Movement, the Wiener Werkstaette brought together outstanding craftsmen and the most advanced designers of the time. Also, for the first time, designers other than the Thonets were creating bentwood styles.

*Otto Wagner

Until 1869, the manufacture of bentwood furniture was controlled exclusively by Gebrüder Thonet. But upon the expiration of the firm's patents, numerous other manufacturers began copying the techniques and styles invented by Thonet. Notable among them was the firm of J. & J. Kohn. A period of fierce competition ensued. In 1906 Leopold Pilzer, who began his career as an office boy for Kohn, merged sixteen of the smaller bentwood producers into a new firm, Mundus. In 1917, Mundus acquired control of Pilzer's first employers, J. & J. Kohn. During the difficult period of economic and political reorganization which followed World War I, Gebrüder Thonet joined Kohn-Mundus (1922-23). Under Pilzer's leadership, the bentwood industry, critically damaged by the war, began to revive.



A 1904 stool by Otto Wagner; one of the many outstanding pieces of furniture commissioned for the Vienna Postal Savings Bank which Wagner completed in 1909.



Designed by Hoffmann in 1905, this chair with an adjustable back was produced by J. & J. Kohn.



One hundred fifty years of Thonet: 1830/1980





An illustration from a Thonet catalogue, circa 1930. The company remained primarily interested in commercial, public seating areas such as the hotel lounge envisioned here.

The Fledermaus Chair, shown at left, was designed by Josef Hoffmann for the cabaret of the same name which opened in 1905. The cabaret's interior was a brilliant, fully-realized example of Vienna Moderne, and quickly became a gathering place for the Viennese avant-garde.

Thonet



The Hoffmann Chair, 1929-30, (shown at right). Although some historians dispute the attribution to Hoffmann, the chair's commercial and aesthetic success is unquestionable. Considered by many the last major bentwood design, this chair, with small variations, has been in production since 1930.

This is the third in a series of capsule histories celebrating the 150th anniversary of Thonet. The entire series will be reproduced as a poster. For a copy, write us.

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LETTERS

Feedback on CONTRACT'S computer seminar

Dear Editor: The recent CONTRACT-sponsored seminar, "How To Use Computer Systems For Facilities Planning and Design" (October 29-30), was timely and informative. Speakers provided basic guidelines for the development of information processing systems geared to varied segments of the contract furnishings field. It is readily apparent that in almost all other areas of our industry we have a historical reference point from which to judge new products, but computers can be a totally new entity for which we have no comparative measure.

Please keep me informed on the second seminar you are planning for smaller systems. As a leading force in contract furnishings and design, CONTRACT is a dynamic vehicle from which to launch this effort.

BARBARA ROEDIGER
Interior Designer
Boise Cascade, Office Products Div.
Itasca, Ill.

Editor's Note: For in-depth coverage of above mentioned seminar, see January 1980 CONTRACT, pp. 132-138. The next seminar will be announced.

Assessing design options through acoustics

Dear Editor: Thanks so much for the excellent job on the article, "Sound Levels Accurately Predicted During Initial Design Stage" (January 1980 CONTRACT). It is in good company, too, fitting in well with the other articles.

J.A. CURTIS
Director Architectural Technologies
Bolt Beranek & Newman Inc.
Cambridge

Product design winners receive prime time

Dear Editor: Thank you for the tremendous coverage given the IBD/CONTRACT Product Design Award winners (November 1979 CONTRACT). It is coverage such as this that continues to make the competition such a huge success. The Institute appreciates all that CONTRACT Magazine has done for IBD in our history.

JO HEINZ, IBD
National President
Institute of Business Designers
Chicago

Dear Editor: Thank you for the excellent coverage you gave to the IBD/CONTRACT Product Design Awards. It is particularly significant to IBD National as well as the general membership in the regional chapters to see you dedicate prime space to this annual event. Your November cover is handsome and the nine-page spread is graphically well done.

DAVID F. COOKE, IBD
VP/Administration/Finance
Institute of Business Designers
Chicago

Crediting two members of the design team

Dear Editor: The success of all Walker/Group, Inc. projects are always due to a large and enthusiastic team effort. Our recently published Burdines store in Plantation, Fla. ("Events Of '50s Bring New Delight To Burdines," December 1979 CONTRACT) was such an example and I was sorry to see that two members of the design team were omitted from the credits.

Andrea Freund played a key role in the overall design of the project and Larry Zim was most valuable in the execution of exhibits and their coordination. The efforts of these two talented people, along with our client's dedicated staff, should have been given just credit.

KENNETH WALKER, AIA
Walker/Group, Inc.
New York, N.Y.

Editor's Note: Kenneth Walker was not remiss in supplying all proper credits for the Burdines Plantation store, although our presentation mentioned only those who participated in our photo/interview session. Full list of credits, as supplied by Walker/Group Inc., is Kenneth Walker, AIA, president; Raul R. Nunez, executive vice president & director of store planning; Arturo Melero, project director; Jeanne C. Lugrin, Andrea Freund, Larry Zim, Patty Madden, project designers; Omar Maggiolo, job captain.

Research applauded for Midwest Who's Who

Dear Editor: "Who's Who In Contract Design Midwest" (September 1979 CONTRACT) was a fantastic research tabulation of organizations. Do you plan a similar review of the Northeast?

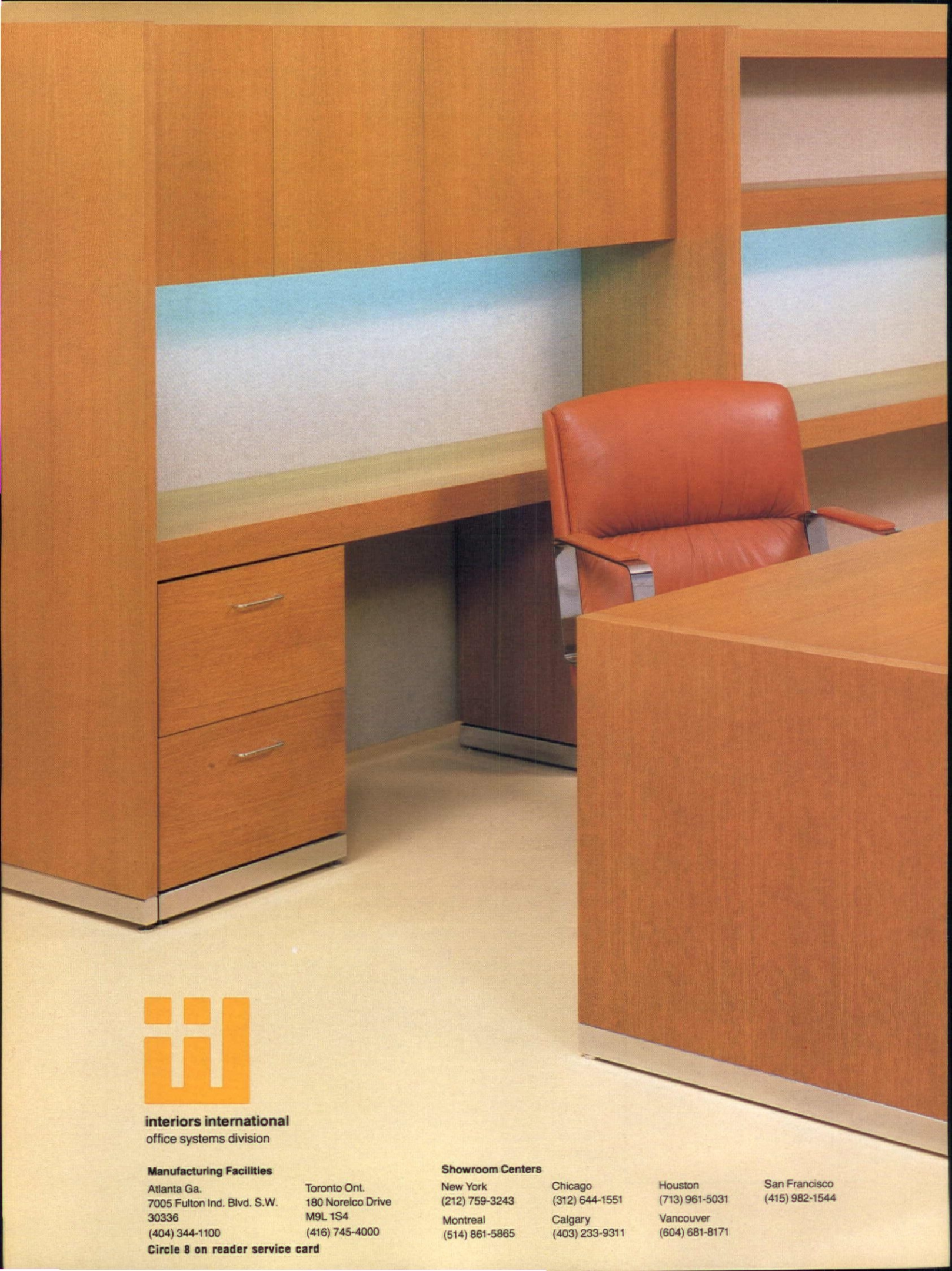
Your splendid magazine has been a great source of information and a great research tool. Best wishes to you and your staff for continued growth and esteem.

EVERETT E. EVELYN
Program Specialist
Westchester County,
Department of General Services
White Plains, N.Y.

Editor's Note: Our next close look at the design scene will focus on California.

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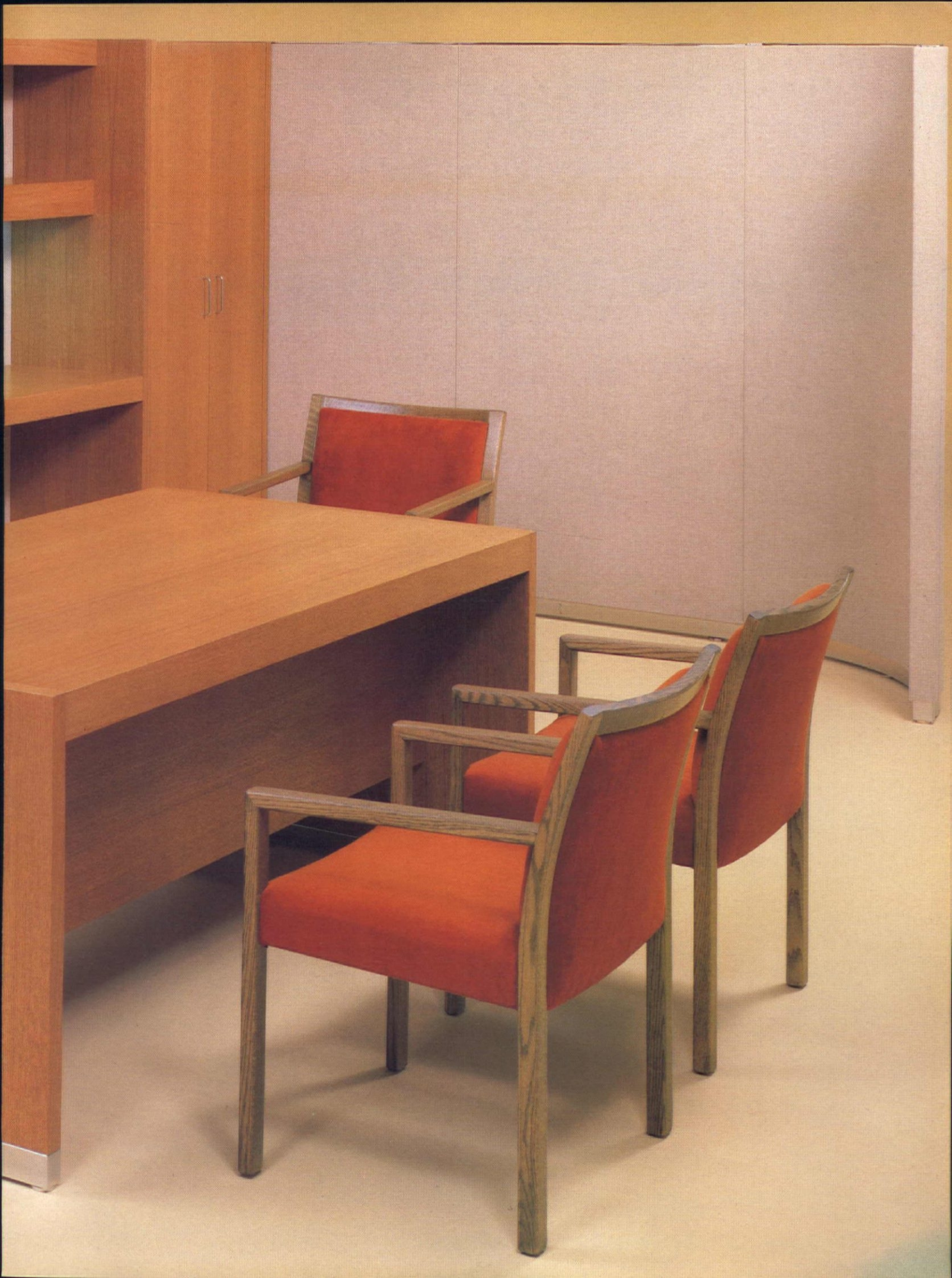
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"Definition™" is Levolor design ingenuity at its best. An edge of the same or a contrasting color frames Riviera™ Blinds by Levolor, with hundreds of totally fresh and sophisticated color combinations. With "Definition", Levolor Blinds take on a dramatic new personality, the color scheme of a room can be accented, the color theme of a fabric can be picked up. And "Definition" has its practical aspects, too—helps prevent light seepage and keeps out drafts. The original she's wearing is a Giorgio Sant'Angelo. The original the window is wearing is a Levolor Blind with "Definition". It really gives Levolor Blinds the edge—the color edge, the quality edge. It gives you a creative edge. For details write: Levolor Lorentzen, Inc., 720 Monroe Street, Hoboken, New Jersey 07030.



Lift a Levolor Blind and you'll find the Levolor name.

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The secret of a great desk is not why, but Howe.



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The Risom/Burr Desk Collection by Howe

For details on the complete line, write:
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Or call collect: (212) 826-0280
Showroom: 1158 Merchandise Mart, Chicago, IL 60654
(312) 321-1502
Canada: Constellation Contract Furniture, Markham, Ontario



SOURCES

Human Resources Training Center Continental Corporation

Tables: Howe Furniture Corp.
Chairs: Steelcase
Carpeting: Armstrong
Blinds: Louverdrape

Designer puts secret out in the open.

National design firm capitalizes on the adaptability of a desk/table line to create a total-learning environment.

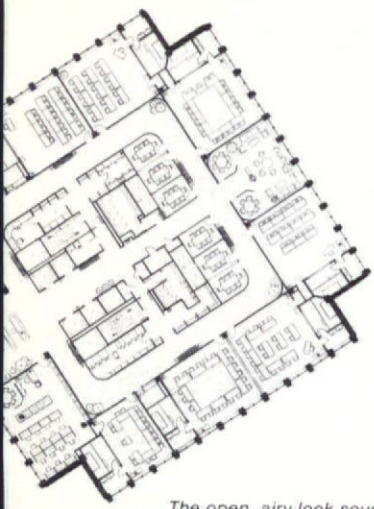
Lewis Butler of Neville Lewis Associates, Inc., a national design firm, planned this sophisticated training floor for the recently completed Human Resources Training Center of the Continental Corporation, Glens Falls, N.Y.

The objective was to create a total-learning environment and, at the same time, develop a comfortable, friendly, lodge-like atmosphere.

Butler achieved his goals by using warm colors, light woods and by selecting tables from the table and desk line designed for Howe by Risom/Burr. Because of their inherent flexibility in meeting both design and performance requirements, Risom/Burr tables are featured in every training room throughout the Center.

Risom/Burr tables of various sizes were chosen to conform to the shape of each room and its seating arrangements. To add to the desired aesthetic appeal, Butler selected a solid beige-colored laminate top for some rooms and light oak wood veneer for others.

Once again, creative designers solve problems by finding the secret behind Howe. □



The open, airy look sought by the designer was achieved with Risom/Burr tables in each of the 16 training rooms of the Center's 9th floor.



SOURCES

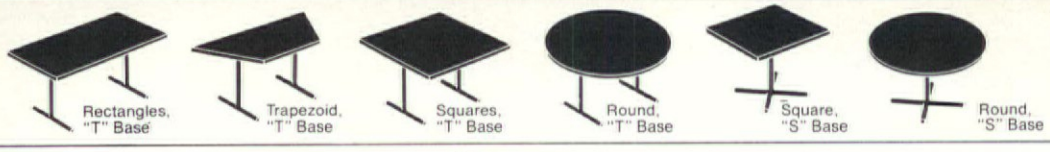
Human Resources Training Center Continental Corporation

Tables: Howe Furniture Corp.
Chairs: Knoll
Credenza: Sunar
Floor Lecturn: Van San Corporation
Front Wall: Greensteel
Audio Visual Consultant: Hubert Wilke

The secret of a great line is not why, but Howe.

Tempest Tables

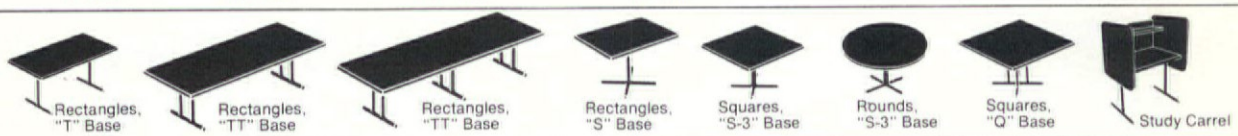
Flip-Top



Folding



Non-Folding

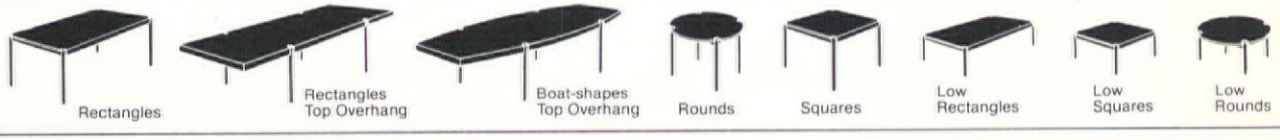


Risom/Burr Group

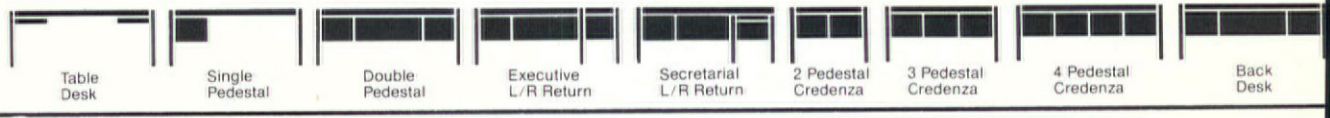
Folding Table



Non Folding Tables

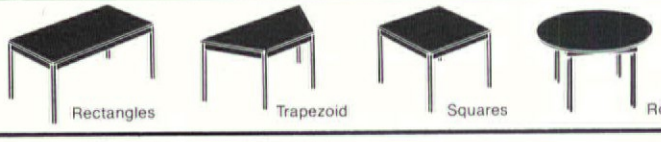


Desks



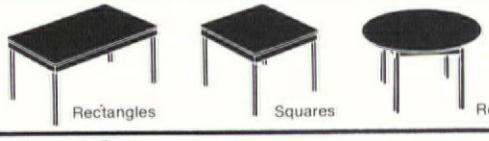
500 Series

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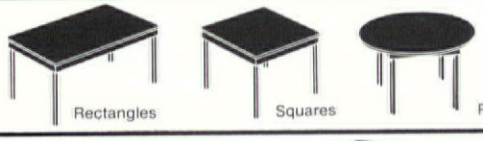
1200 Series

Folding

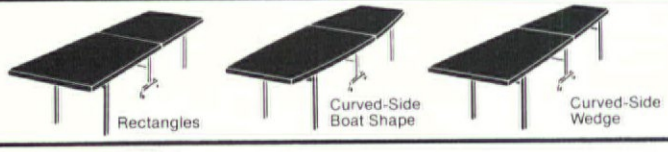


1100 Series

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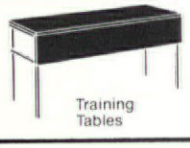


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(312) 321-1502
Canada: Constellation Contract Furniture, Markham, Ontario
Circle No. 10 for more information.
Circle No. 121 to have a representative contact you.

Contract Canada furniture to be exhibited at Marketplace

Philadelphia — A two-day exhibition of Canadian contract furniture will offer U.S. specifiers the opportunity to view new Canadian products and to establish interaction between manufacturers and contract designers in the Mid-Atlantic area. The exhibit—Contract Canada 80—will show a comprehensive range of institutional furniture, including hotel, restaurant, office, hospital, and school furnishings. It will be held at the Marketplace April 16-17, and is scheduled to be open from 4:00 to 9:00 p.m. both days.

Sponsored by the Canadian Consulate of Philadelphia and the Department of Industry Trade & Commerce in Ottawa, the program will include cocktails after 5:00 p.m.



Artopex



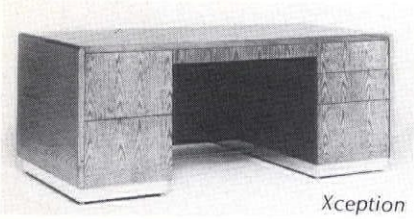
Krug



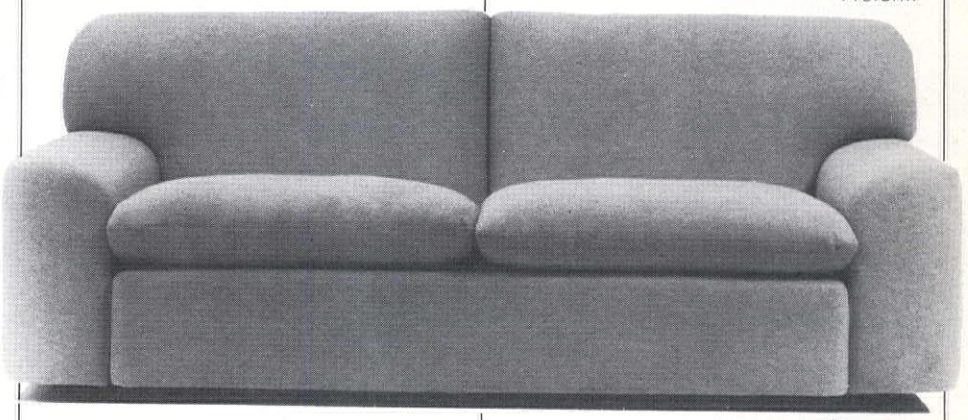
Ambiant



Proform



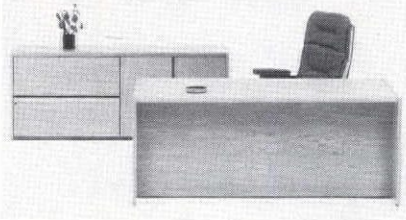
Xception



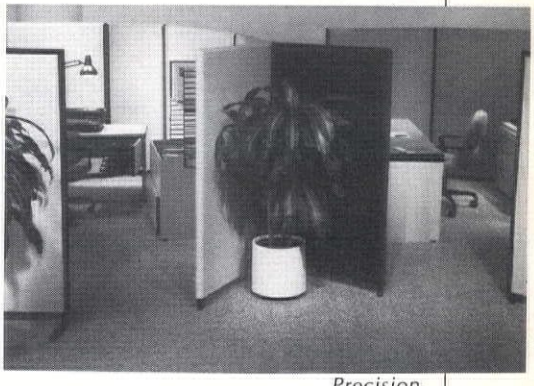
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Precision

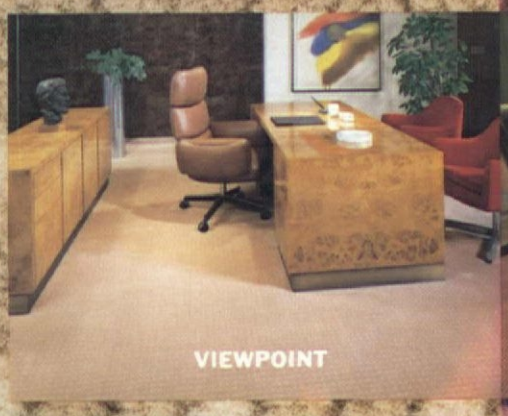


Arconas

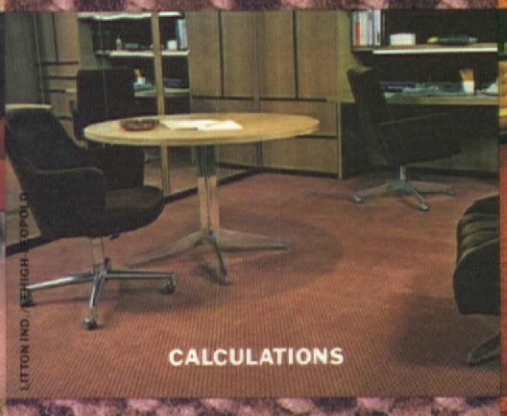


Elite

One

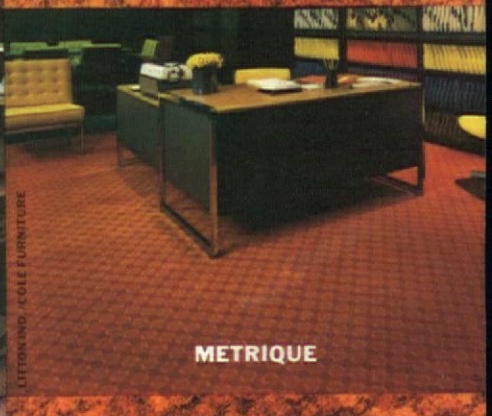


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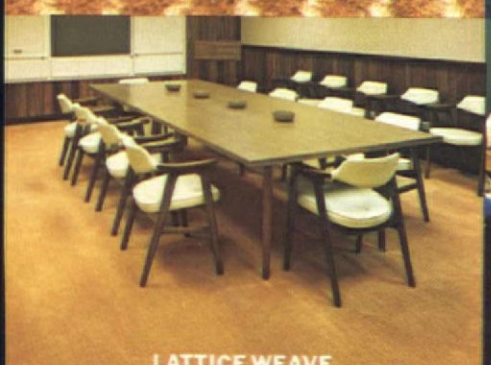
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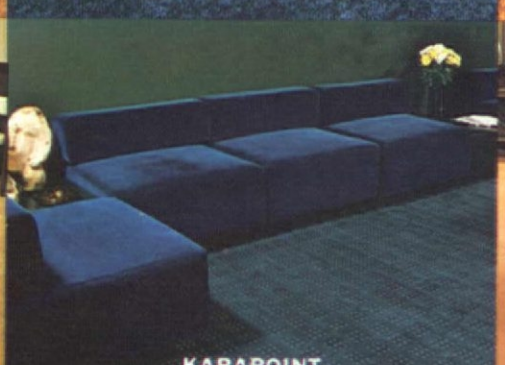
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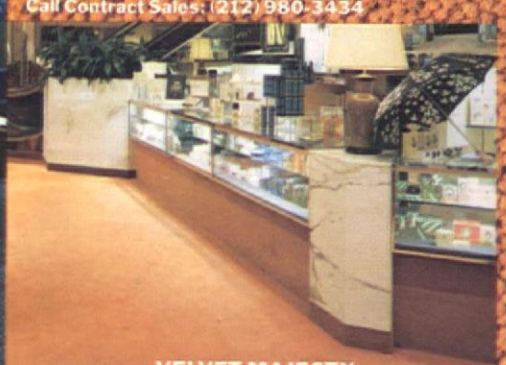
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Parsons hosts Lella and Massimo Vignelli design exhibit

New York — An exhibition of the work of Lella and Massimo Vignelli recently opened at the Exhibition Center at Parsons School of Design.

The exhibition, honoring the Vignelli design team, is the first of a series of annual exhibitions in which Parsons will pay homage to designers who have made a significant contribution in the contemporary design field.

Furniture, objects, products, packaging, publications, graphics, exhibition and interior design are among the aspects spanning the 15 year period of the Vignelli's work.

Interiors designed by the Vignelli's include the Museum of the Minneapolis Society of Fine Arts, St. Peter's Church in Citicorp Building, the Olivetti showrooms in Milan, and the Joseph Magnum Department Store. Product design includes furniture for Sunar and Poltronova.

Serving as guest curator for the Vignelli exhibition is Mildred Constantine, former associate curator Department of Architecture and Design at the Museum of Modern Art. Constantine, who is associated with the Banff Center for the Arts, counts among her publications Word and Image, which was designed by Massimo Vignelli, Beyond Craft, Revolutionary Soviet Posters, and Tina Modati.

600-room, 40-story luxury hotel rises in Manhattan

New York — Currently under construction on West 57 Street, the 600-room, 40-story Parker Meridien New York will be the latest luxury hotel in this city. It is scheduled to open in October 1980.

Interiors of the hotel are being done by Sarah Lee, of Tom Lee Ltd., who envisions a hotel with a European flavor. Using illusion as one of her major design tools, Lee created a wonderful atrium running 57 ft. into the body of the hotel and rising six stories to a skylight. Reminiscent of Renaissance palazzos and basilicas, the atrium is designed to provide either sunlight or moonlight. Architect for the spaces is Philip Birnbaum.

Twenty-six stories will be devoted to 600 guestrooms and suites, eight levels to 100 hotel apartments, and the lower four floors to public areas. There will be one penthouse level as well.

Special features of the hotel will include eight squash and racquet ball courts, complete health club, rooftop swimming pool, and underground parking for 100 cars. Restaurants, bars, conference and banquet facilities, as well as a small but elegant ballroom, are also part of the projected facilities.



Atrium of the new Parker Meridien, a deluxe, 40-story hotel presently under construction in New York City.

Meridien Hotels, a wholly owned subsidiary of Air France, and the Jack Parker Corp. will operate the hotel.

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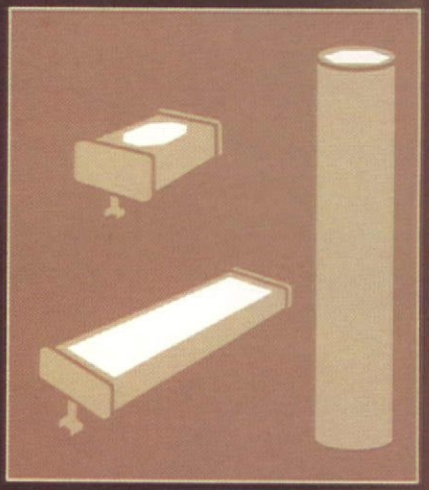
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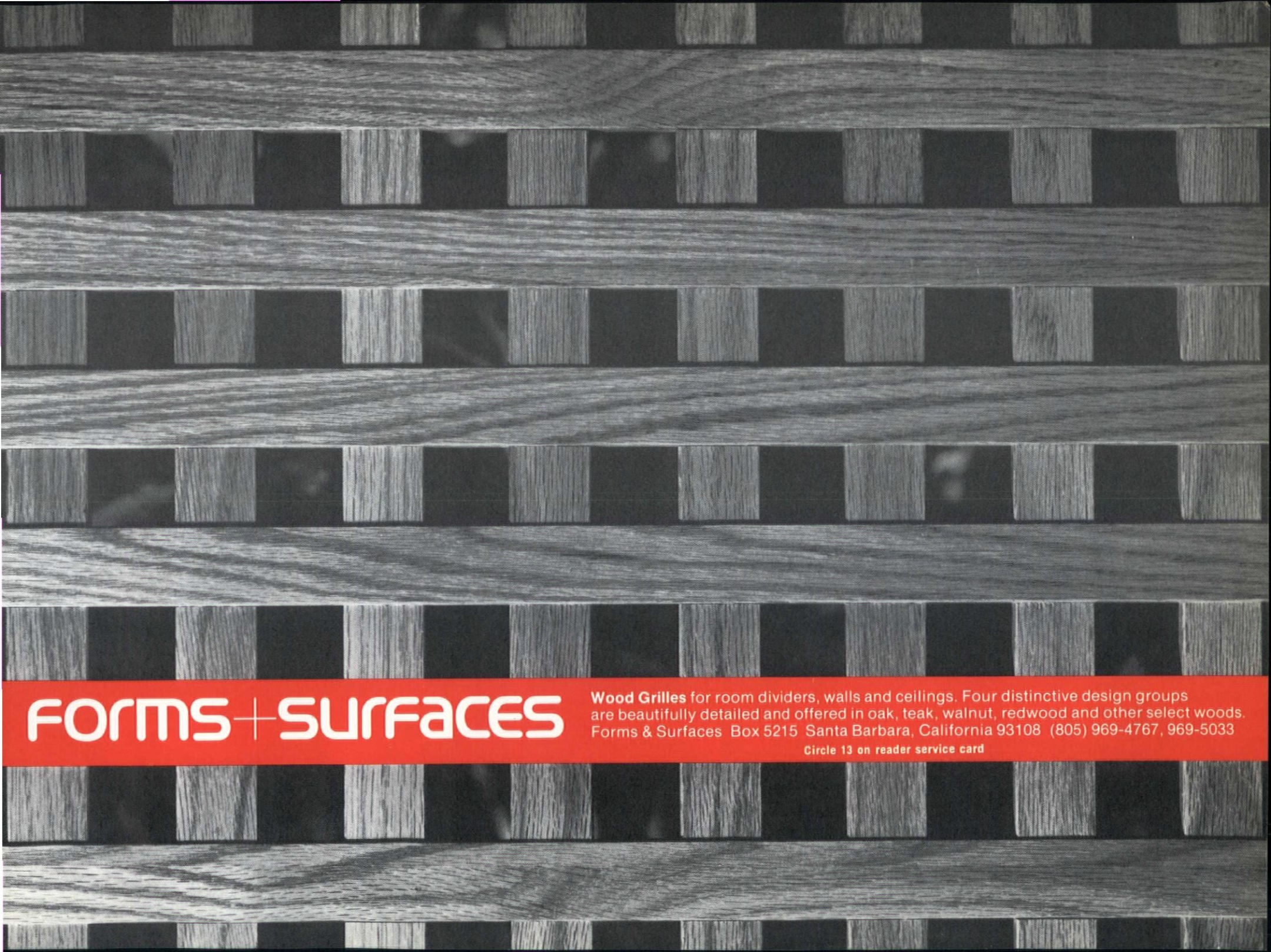
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Market study develops profile of furniture industry

New York — Almost 20 percent of all contract design and specification firms responding to a CONTRACT/NEOCON survey placed their yearly contract furnishings expenditure at over $5 million. Almost 24 percent located that expenditure between $1 million and $2.49 million, while another 13.1 percent reported that it was between $2.5 and 5 million.

Space planners, furnishers, specifiers, and contract designers made up the bulk of the response, followed by interior design firms, architectural firms, and end users.

Published by CONTRACT Magazine in cooperation with the Merchandise Mart in Chicago, CONTRACT Market Study's aim was to develop an accurate profile of the contract furniture/furnishing market as well as the contract professional who is the prime specifier and buyer in this market.

Manufacturers, showrooms, and new product introductions and their status were also examined in the report.

95.5 percent of those interviewed did office design, while an impressive 60.7 percent reported doing banks and financial institutions.

Remodeling of interiors is gaining on the portion of new interiors, with remodeling calculated at 46 percent of all jobs done. Firms interviewed also expect that over half of their office business in 1980 will be in some form of open plan/office landscape layout.

Copies of the study are available to manufacturers responding on a letterhead to Frank Rizzo, Advertising Sales Director, CONTRACT, 1515 Broadway, New York, NY 10036.

James Seeman Studios acquires Garden City Park plant



Garden City Park, N.Y. *A ribbon cutting ceremony was recently held here to celebrate the acquisition by James Seeman Studios, Division of Masonite Corp., of the building which it has occupied under lease for the past 18 years. Left to right: Charles C. Dorvetti, Dir. of Product Development JSS; State Assemblyman Angelo Orazio; Philip Latreille, Vice President, Masonite Corp.; Donal Mahoney, Deputy Supervisor, North Hempstead; Peter T. Triolo, General Manager, JSS; Nathan Mitchell, Sales Manager, Hunter & Co.; Vincent J. Scalia, Sales Manager, JSS; and Walter J. Natt, Adm. Manager, JSS.*

Italy plans major trade center in U.S.

New York — Plans to open an Italian Trade Center in New York were recently finalized in an official lease-signing ceremony at City Hall. Approximately 32,000 sq. ft. in a new 27-story office tower designed by I.M. Pei & Partners will serve as space for the largest trade center of its kind established in the United States by a foreign country.

Operated by the Italian Trade Commission, under the direction of Dr. Lucio Caputo, Italian Trade Commissioner/New York, the building will vastly expand the commission's program of promotional activities.

"The center will provide Italian companies and businessmen with sizable exhibition facilities, temporary showroom and office space, conference rooms, and other support services to encourage increased trade between Italy and the U.S.," said Dr. Luigi Deserti, President of the Italian Foreign Trade Institute. Dr. Deserti flew here from Rome to sign the lease at a ceremony at City Hall attended by Mayor Edward Koch.

The three-floor Italian Trade Center will have its own Park Avenue entrance and large street-level reception area. 12,000 sq. ft. of exhibition space will be provided by the lower level concourse.

Design of the center is being executed by architect Piero Sartogo of Design Collaborative, in consultation with designer Massimo Vignelli.

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How Mercedes Benz and Cuyahoga Vocational High School solved their parking problems.



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Nova's unique cross-frame design eliminates the need for easily-breakable welded connections found in many other systems.

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Nova. Unlimited options.

When Gerd Lange designed the Nova system in 1970, winning one of Germany's leading design awards, he planned for almost every option.

You can order upholstered pads that can be replaced right on the premises, chair-stacking dollies, ganging frames, tandem units with or without tables, tandem riser mounts (for theater riser steps), fixed pedestal bases (that bolt into the floor), book racks, glide feet, tablet arms, removeable-top tables, tabletop dollies, even a variety of ashtrays.

But if you're ingenious enough to think of something more, we can probably make it on special order.

Nova. It's parked everywhere.

Since its invention in 1970, Nova has sold by the tens of thousands all over the world.

Mt. Sinai Hospital, The University of Alaska, the Guggenheim Museum and the Largo Library use it.

When Pan Am flies into J.F.K., Nova is waiting.

Prudential Life, Bell Telephone, Holiday Inn, and Zip'z ice cream parlors use it.

And, of course, Cuyahoga Vocational High School.

So whether your clients include the carriage trade or the galloping herds, Nova is the best parking place you'll find.

For more information about Nova write or visit Atelier International, 595 Madison Avenue, N.Y., N.Y. 10022. Or phone us at (212) 644-0400. Our complete catalog of furniture, lighting, art and accessories is available upon request. Some major credit cards accepted.

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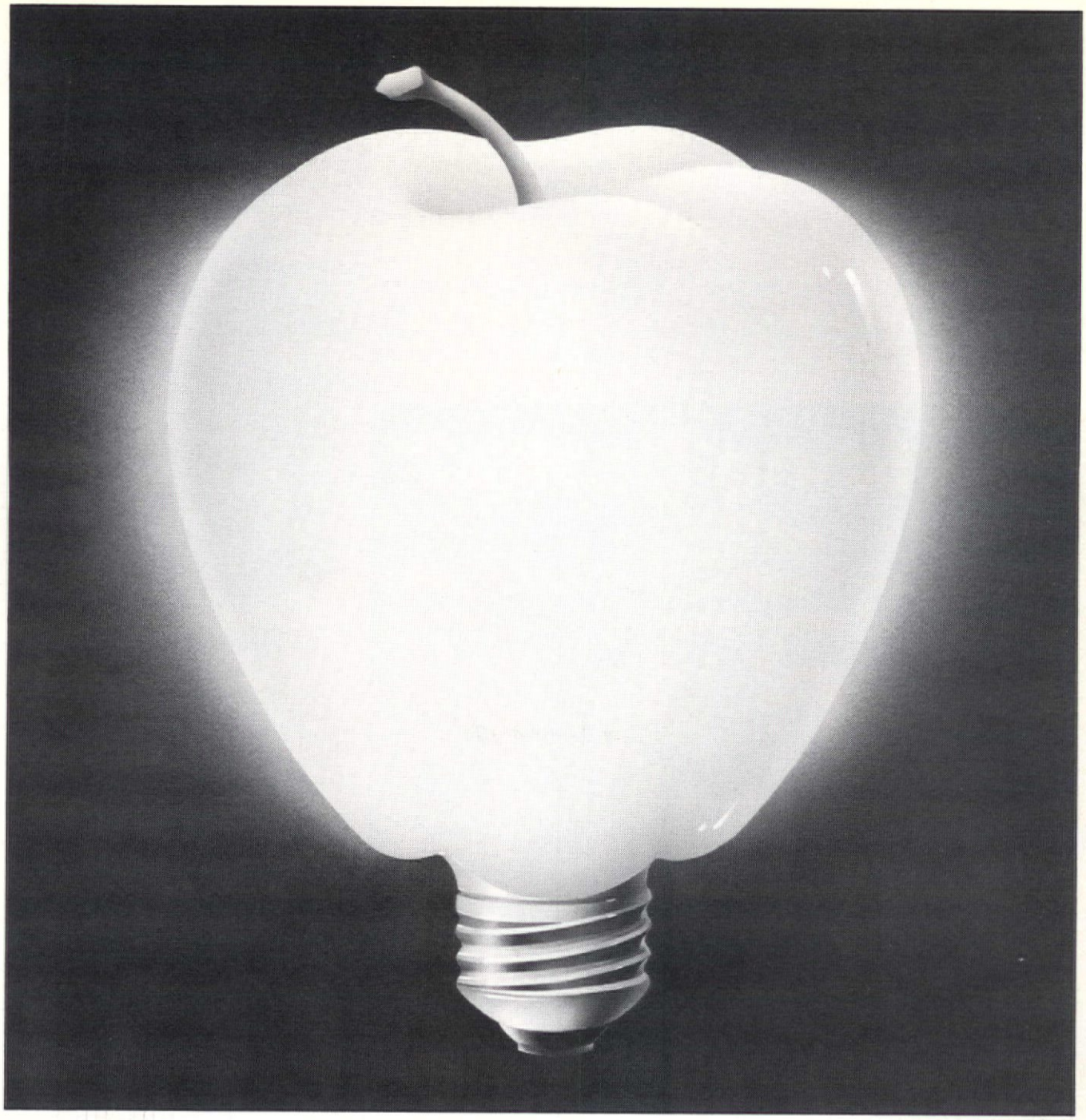
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Wallace R. Jonason is national president of ASID for 1980

New York — Wallace R. Jonason, FASID, president of Wallace Jonason Environmental Design, San Francisco, is 1980 national president of the American Society of Interior Designers. Jonason served as 1979 president-elect and was instrumental in developing the STEP (Self-Teaching-Exercises for the Pre-Professional) program.

Jack Lowery, FASID, is first vice president/president-elect for 1980 and will serve as national president for two years beginning in 1981. Lowery, president of Jack Lowery Associates, New York, has recently spearheaded the Design Interest Program. He also serves as president of the Fine Arts Federation of New York.

Martin Elinoff, ASID, is 1980 national treasurer. President of Martin Elinoff Associates, Boston, and a furniture designer, Elinoff served as national treasurer for 1979, during which he took significant steps to improve the society's fiscal position.

Barbara Sauerbrey FASID, owner of Barbara Sauerbrey Interiors, Bellevue, Wash., is national secretary. Sauerbrey served as national conference liaison for 1979 and was chairman of the National Education Program.



Lowery is ASID first vp elect for 1980.

New regional vice presidents are: Robin Schmidt, ASID, East Central Region; Karlyn Kuper, ASID, Midwest Region; Jean Adam Siegfried, ASID, North Pacific Region; Jim Mezrano, ASID, Southeast Region; and Jerry R. Alsobrook, ASID, Southern California.

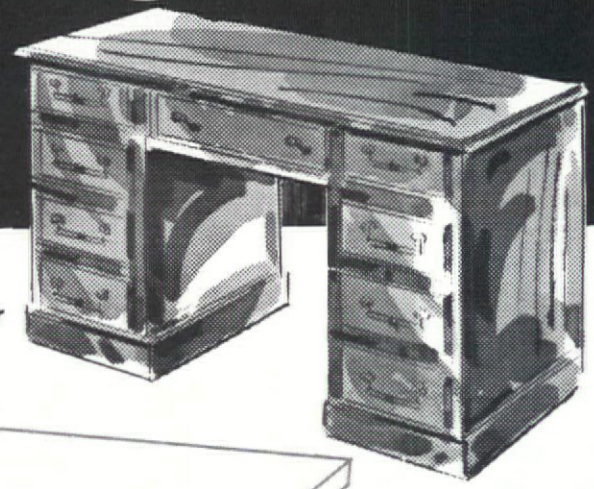
Student representative named to FIDER board

New York — Ken Smith has been appointed as student representative to the Advisory Committee of the Board of Trustees of The Foundation for Interior Design Educational Research. Smith, President of the National Student Council of the American Society of Interior Designers, has been selected by NSC/ASID as the community of interest student representative for the current 1979-80 year.

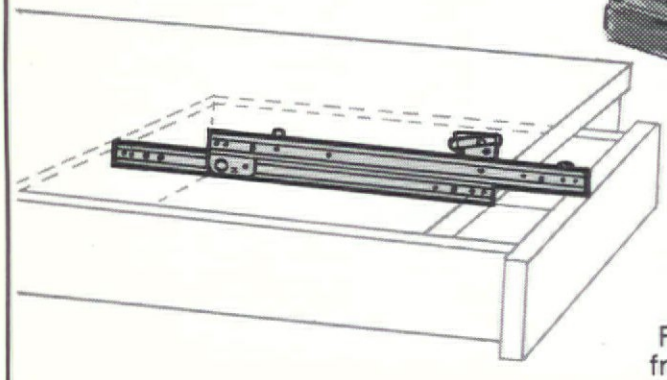
The broadening of representation on the Advisory Committee brings a fuller cross section of views to the FIDER board. The expanded Advisory Committee includes community of interest representative Charles D. Mayo, Jr., President of Mayo Wholesale Furniture Co., Atlanta, and public representatives Peggy Champlin, Los Angeles, and Dr. Thomas P. Phillips, Chief of Advanced Nurse Training Program, Public Health Service.

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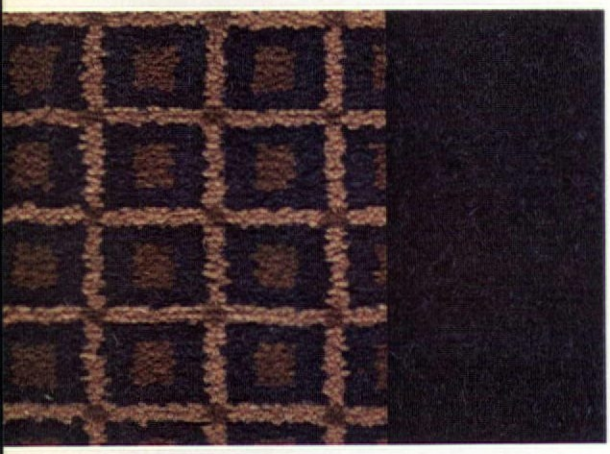
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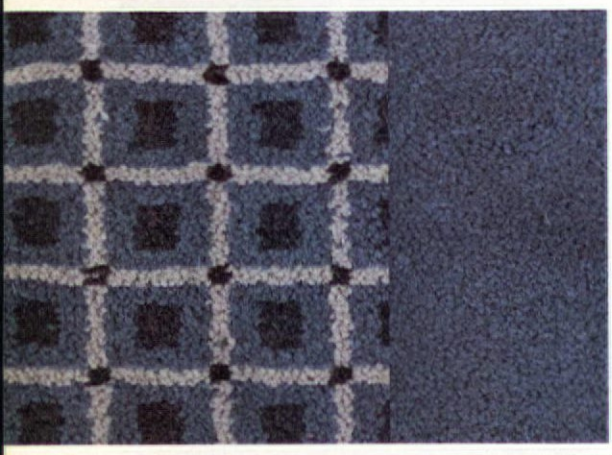
Circle 26 on reader service card



Porcelain Pattern No. 9/1847



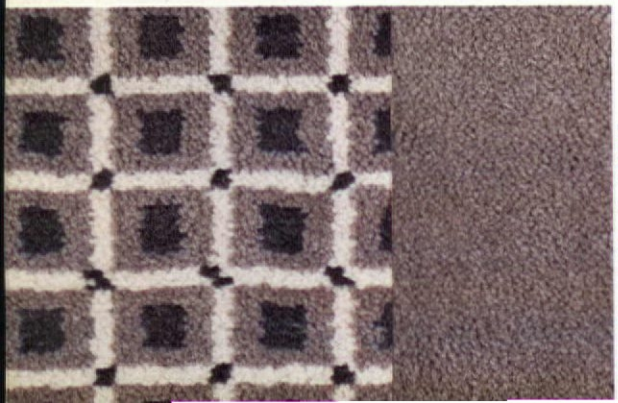
Midnight Blue Pattern No. 402/1847



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Gwathmey Siegel designs new Knoll building

Boston — Knoll International's recently opened building here, designed by the New York architectural firm of Gwathmey Siegel, represents the firm's commitment to the New England area. Although Knoll has maintained offices in Boston for more than 25 years, the company had been considering strengthening its corporate identity.

The building, a dramatic contemporary structure, will house all Boston operations of the New York-based design company. It is a six-story structure featuring a glass block and concrete facade. Since it is a new building which is located in an old neighborhood, it is sensitive to both the scale and style of buildings surrounding it.

"I believe one can build a building that is legitimate on its own terms while working within an historical context," explains Charles Gwathmey, "but you must make clear the history through the design of the new building without being imitative."



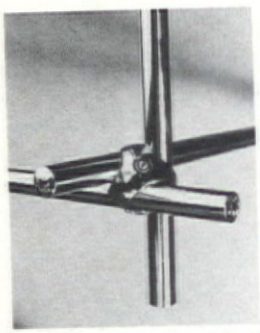
Gwathmey Siegel's design of Knoll International's new Boston headquarters integrates well with existing architecture.

Cutting back the facade on the first three floors sets up a pedestrian scale that is sympathetic to the street. The top three stories act as a cornice to both the building and the street.

The first three floors will be used as offices and showrooms, and the top three are to be leased.

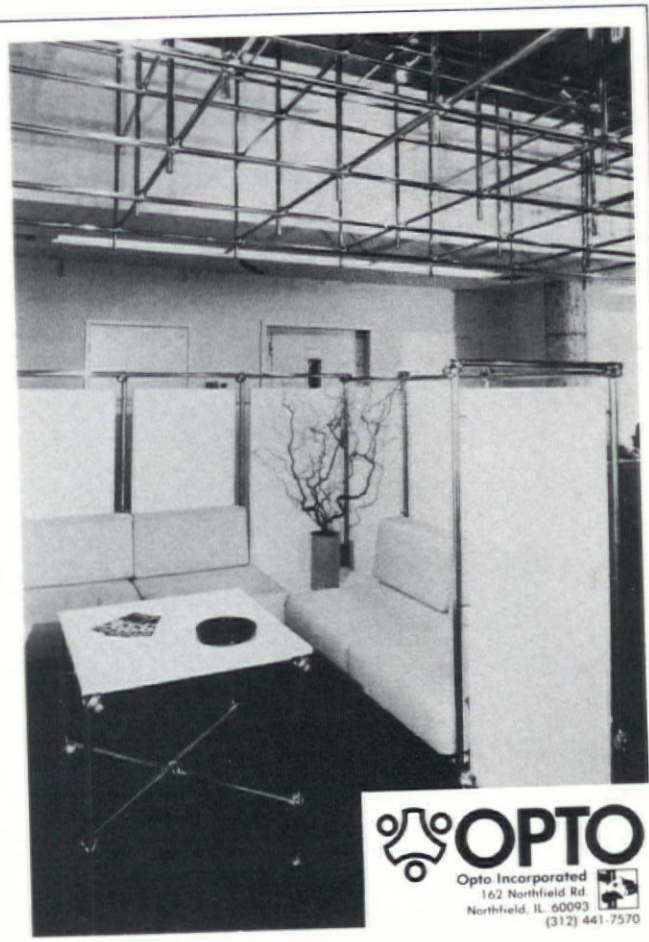
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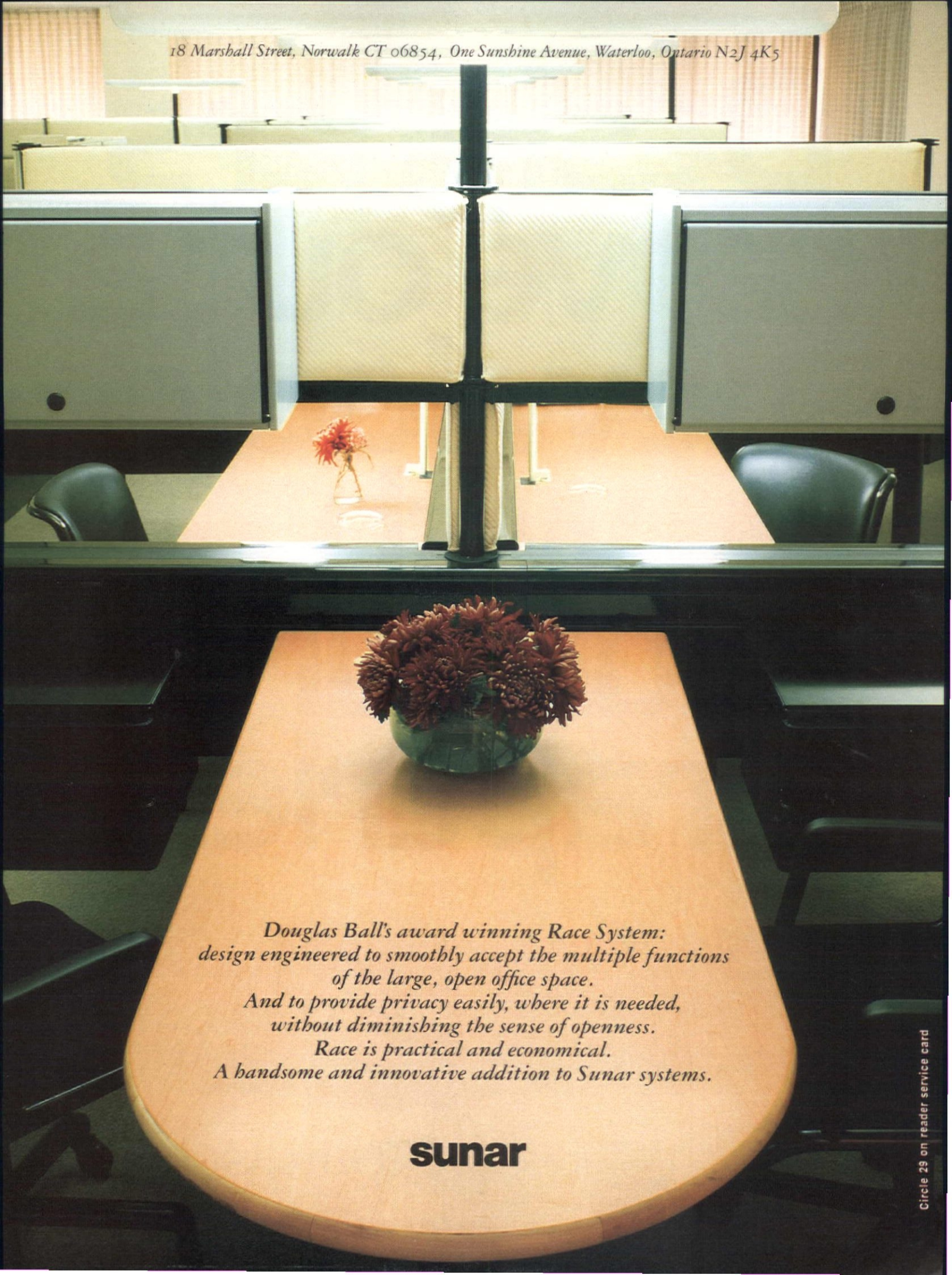


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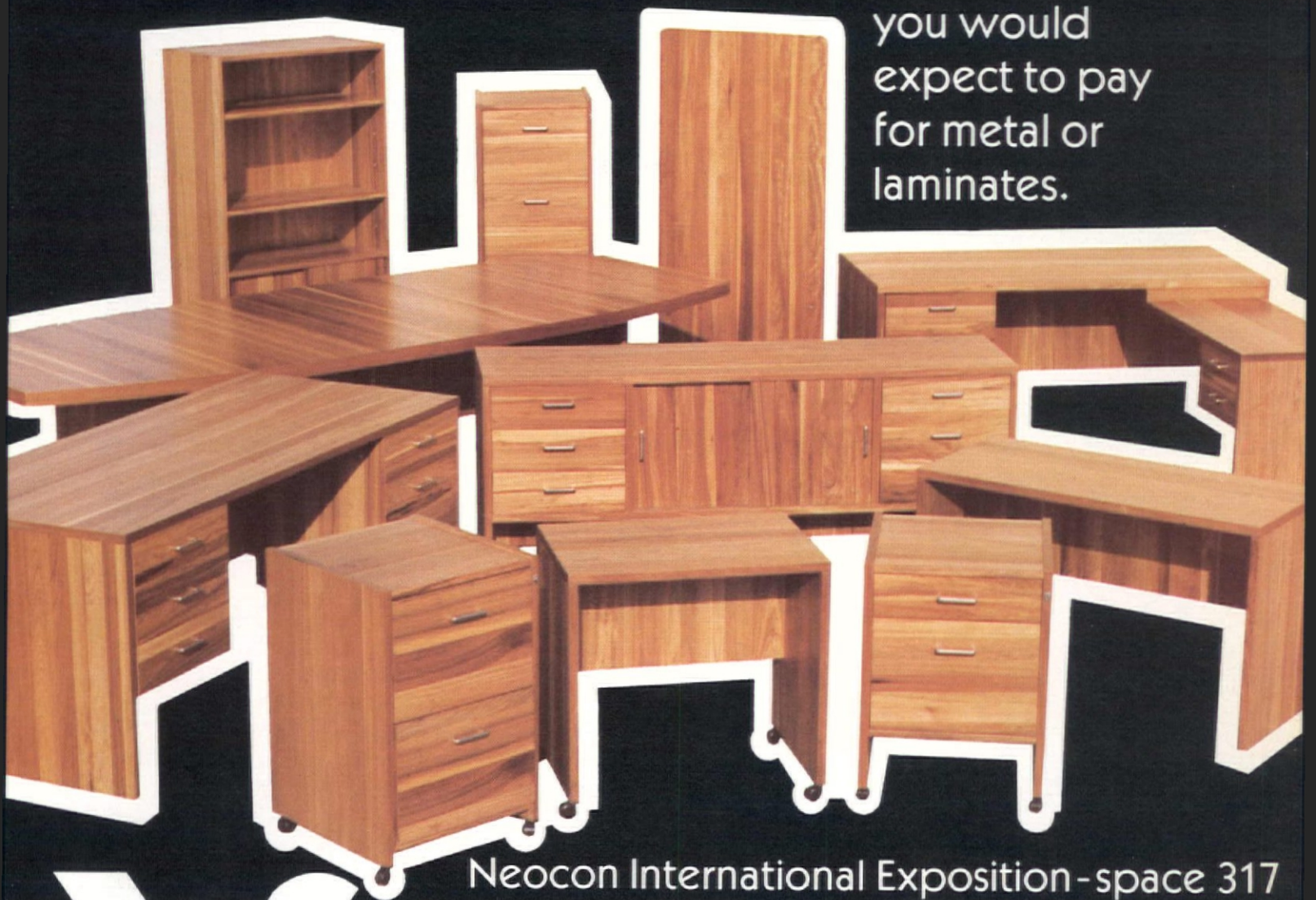
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Competitions: Historic preservation is award theme

• ASID/Scalamandre Historic Preservation competition was established to attract public attention to ASID historic preservation activities. Among other criteria, entries will be judged on design concept, practicality, and excellence of design execution. Entry forms available from ASID/Scalamandre Historic Preservation Competition, Scalamandre Silks, 950 Third Ave., New York, NY 10022. **Deadline: April 30, 1980.**

• The Fourth Annual Halo Lighting Competition will award a total of $6,000 in prizes to winners best exhibiting Halo lighting products in design. Entry forms from Halo Lighting, 400 Busse Road, Elk Grove Village, IL 60007. Att: Sue Causey. **Deadline: June 15, 1980.**

Deadlines for previously announced competitions:

• **April 15, 1980.** Architectural Woodwork Institute's Fourth Annual National Student Design Competition. The Architectural Woodwork Institute, 2310 S. Walter Reed Dr., Arlington, VA 22206; (703) 671-9100

• **April 30, 1980.** First annual student member ASID/Flexalum Design With Blinds competition. Lloyd Bell, FASID, ASID, Advisor, c/o Siesel Co., 845 Third Ave., New York, NY 10022.

• **May 1, 1980.** Fourth Annual American Society of Interior Designers/Barcalounger Design Competition. J. Bentley Rambin (212) 586-7111, or Elaine Siegel (212) 661-2650.

Construction begins on Disney's EPCOT center

Lake Buena Vista, Fla. — Construction is now underway on the new $800 million EPCOT center within the Walt Disney World resort and entertainment complex. Future World and World Showcase are two major themed areas of EPCOT—Experimental Prototype Community of Tomorrow—and are a blend of technology, communication, and entertainment. The project is projected to attract 10 million guests annually when it opens in the fall of 1982.

Stained glass exhibit to feature displays, demonstrations and uses

Chicago — Stained Glass 1980, an exhibition of stained and glass products, will be held here May 2-4 in the Hyatt Regency Hotel. Developed to educate both professionals and the public, the three-day exhibition will feature step-by-step demonstrations as well as extensive displays of stained, etched, blown and other glass in commercial and decorative applications. The Glass Mart, a show within the show, will display samples and photos of complete applications of stained glass. Architects, designers, and contractors wishing to commission artists and craftsmen will be able to do so, and attendees will be able to purchase materials from exhibitors.

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Left top: Foothill Junior College, Los Altos, CA
Left bottom: Tower National Bank, Lima, OH
Below (not including inset): Pearl Ridge Center, Honolulu, HI
Below (inset): Lyndhurst Hospital, Toronto, Canada







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Above right: Butler Intermediate School, Butler, PA
Above center: Penn Mutual Life Insurance Building, Philadelphia, PA
Above left (inset): Combined Insurance Company, Chicago, IL

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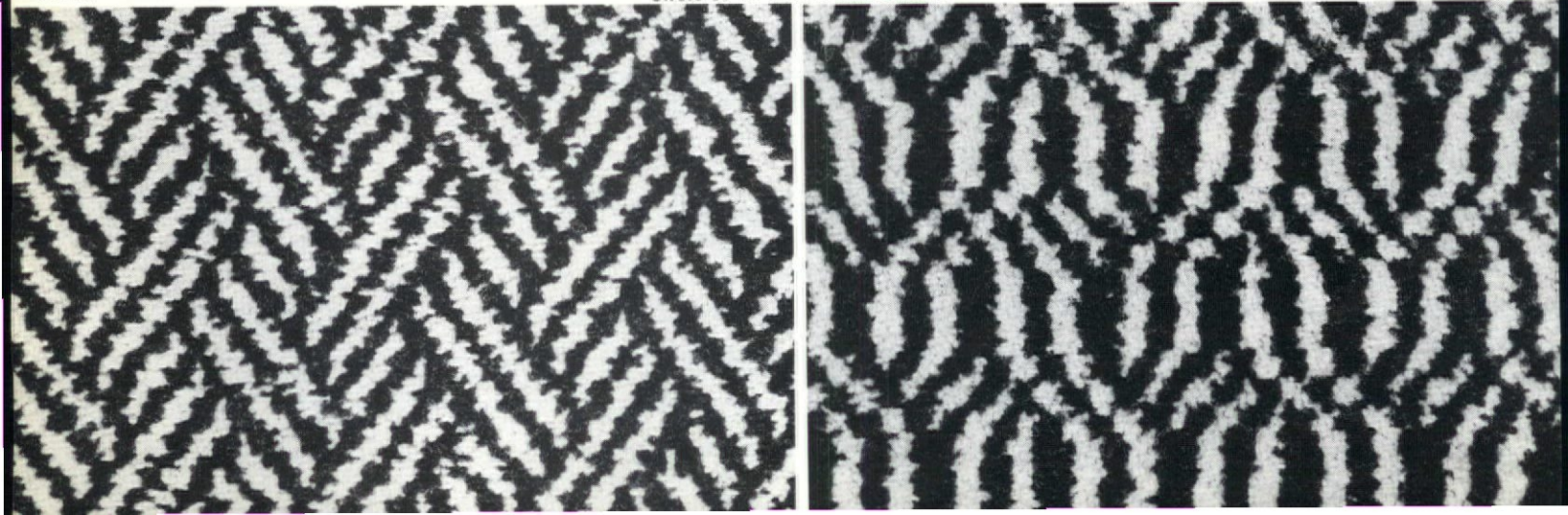
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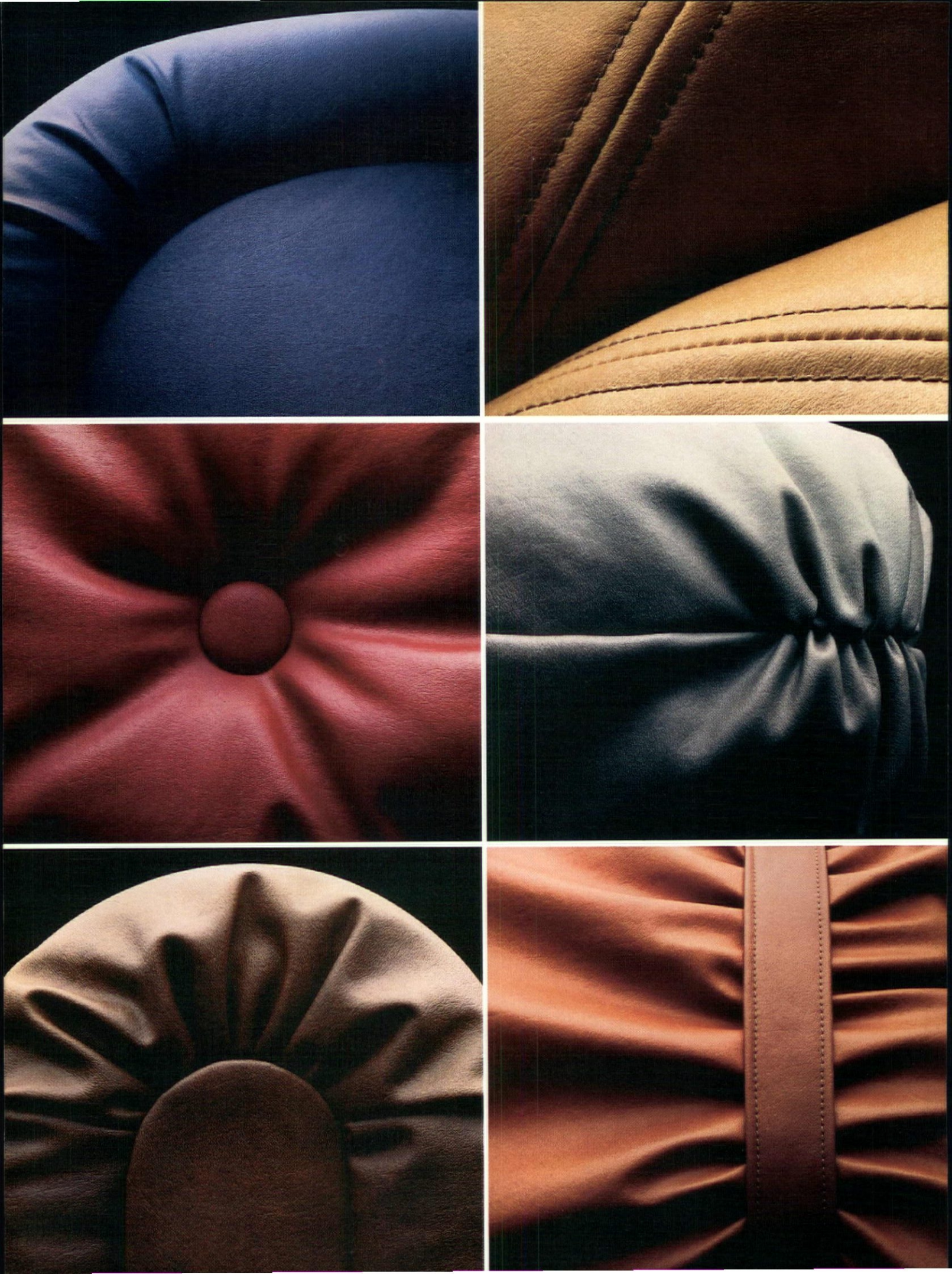
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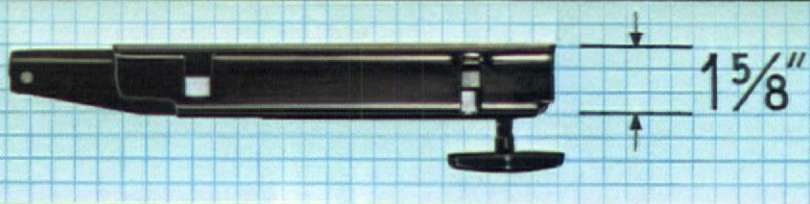
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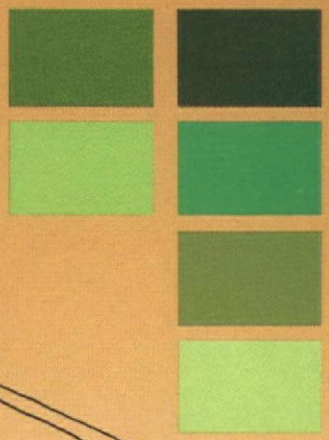
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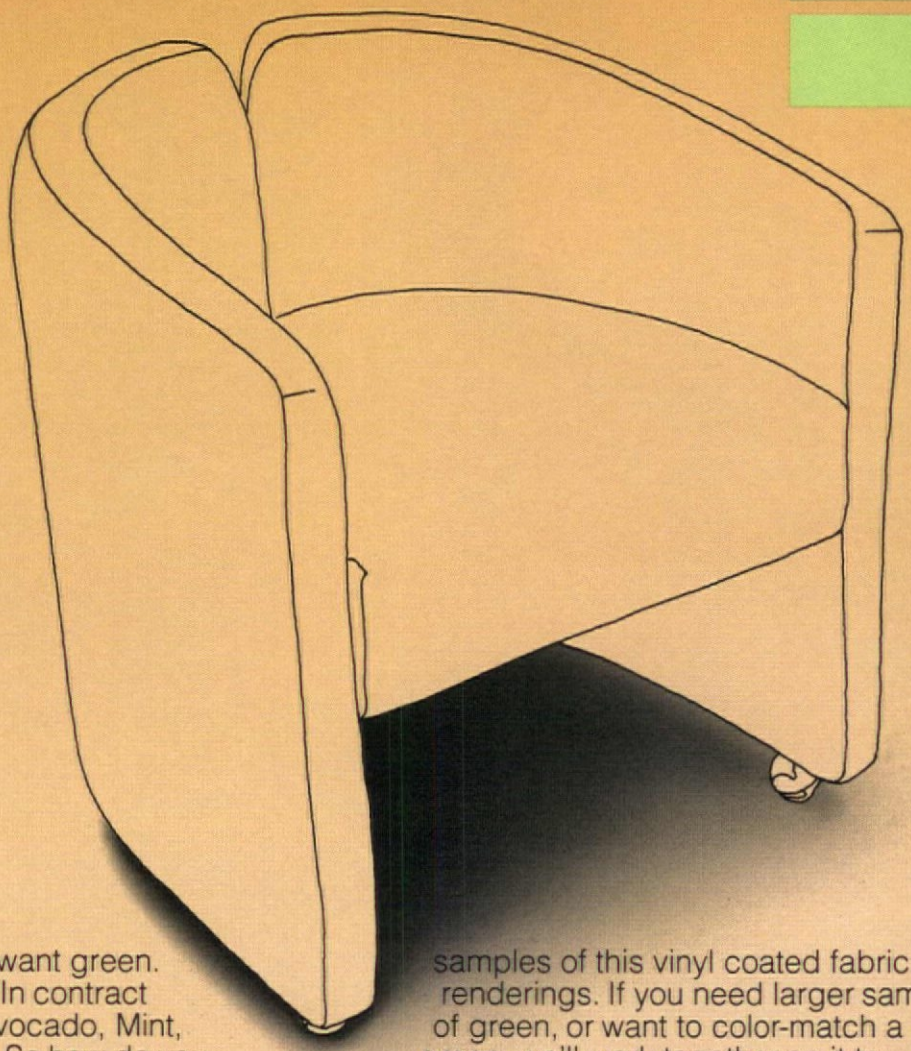
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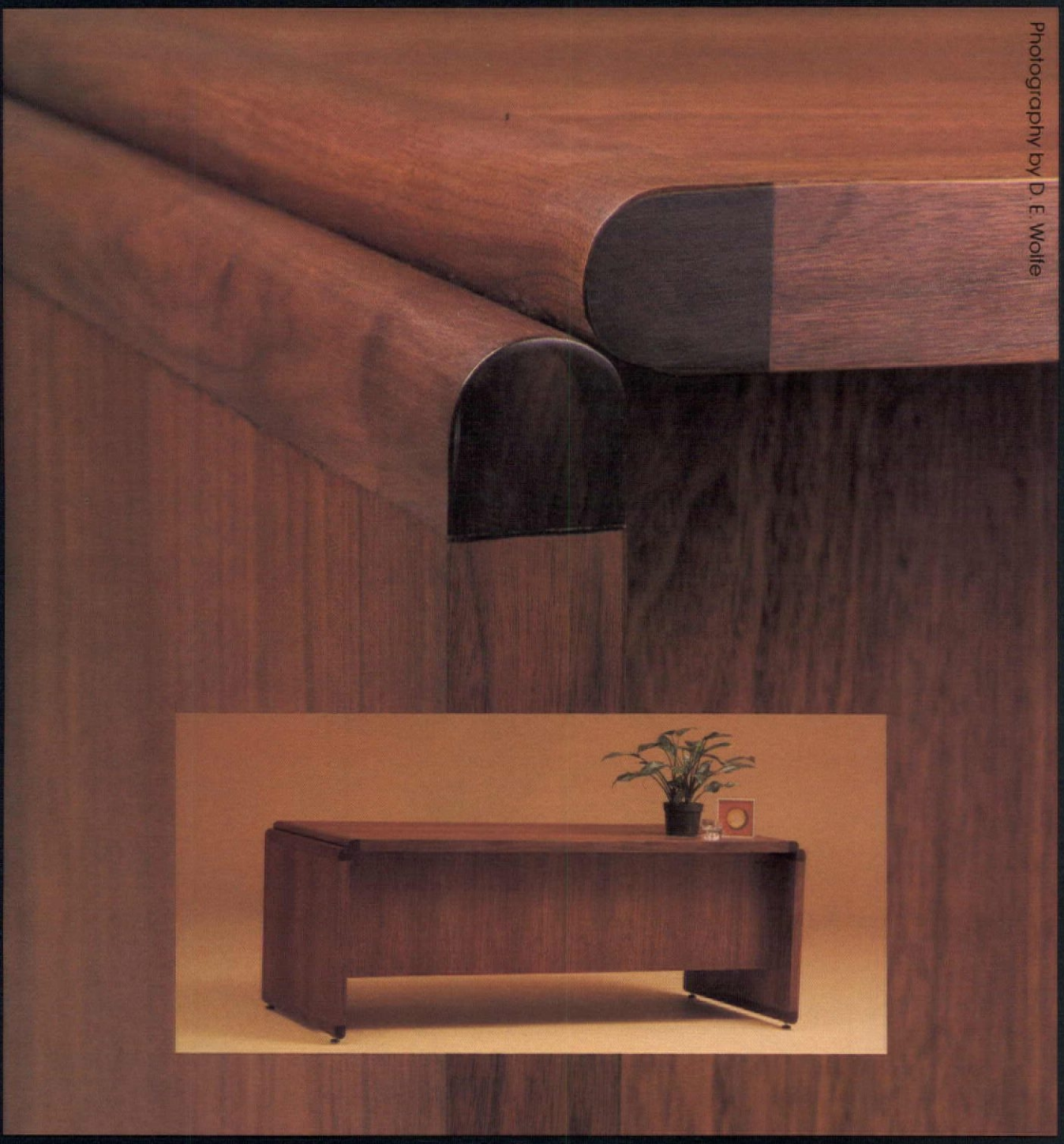
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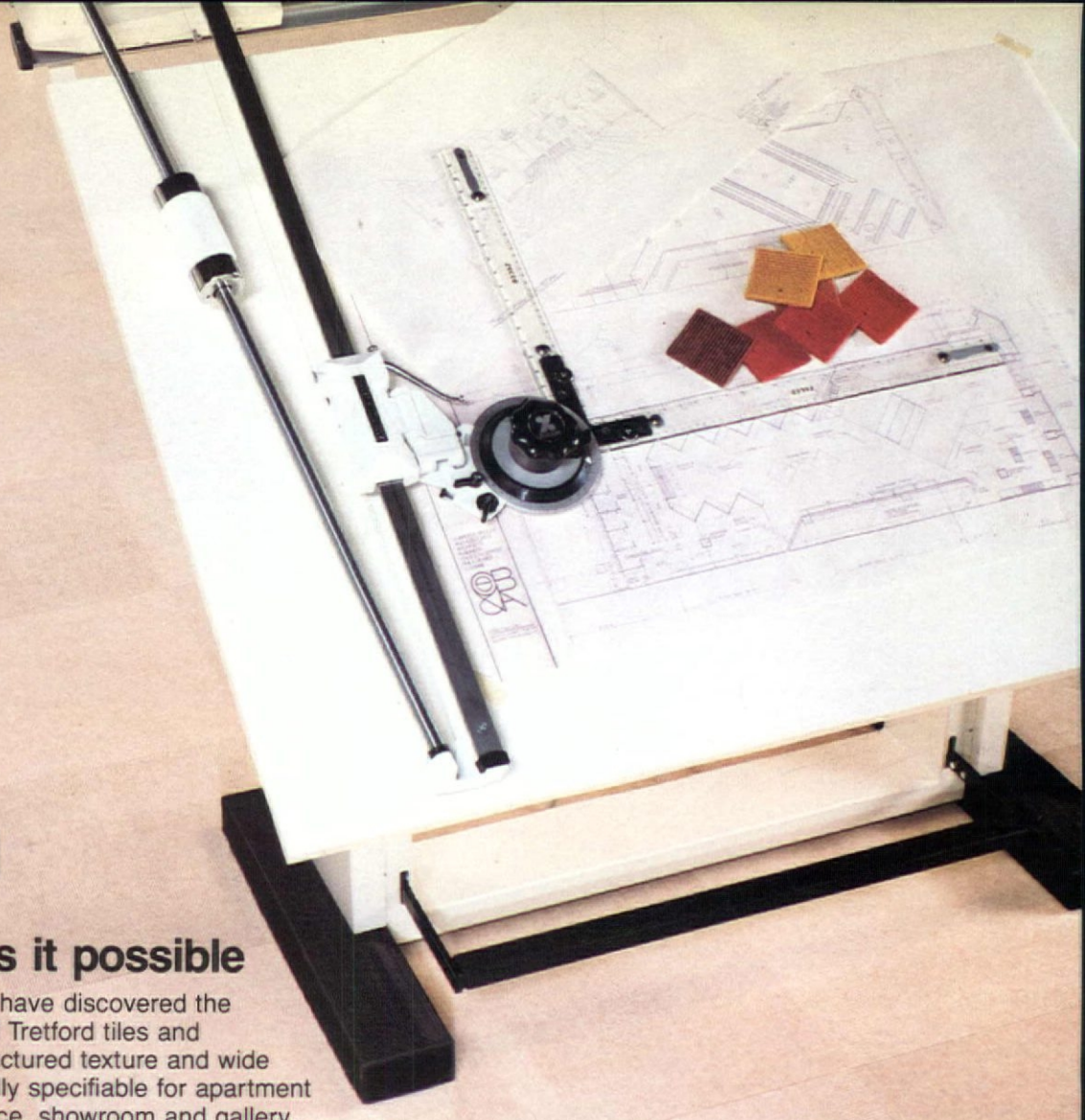
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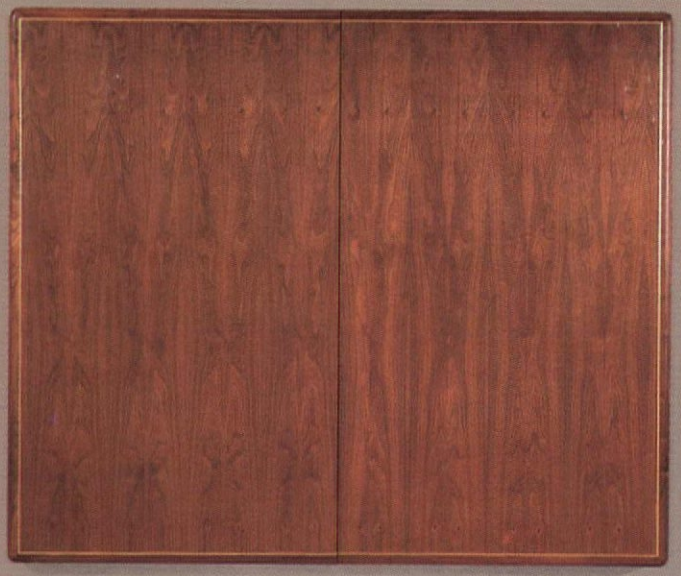
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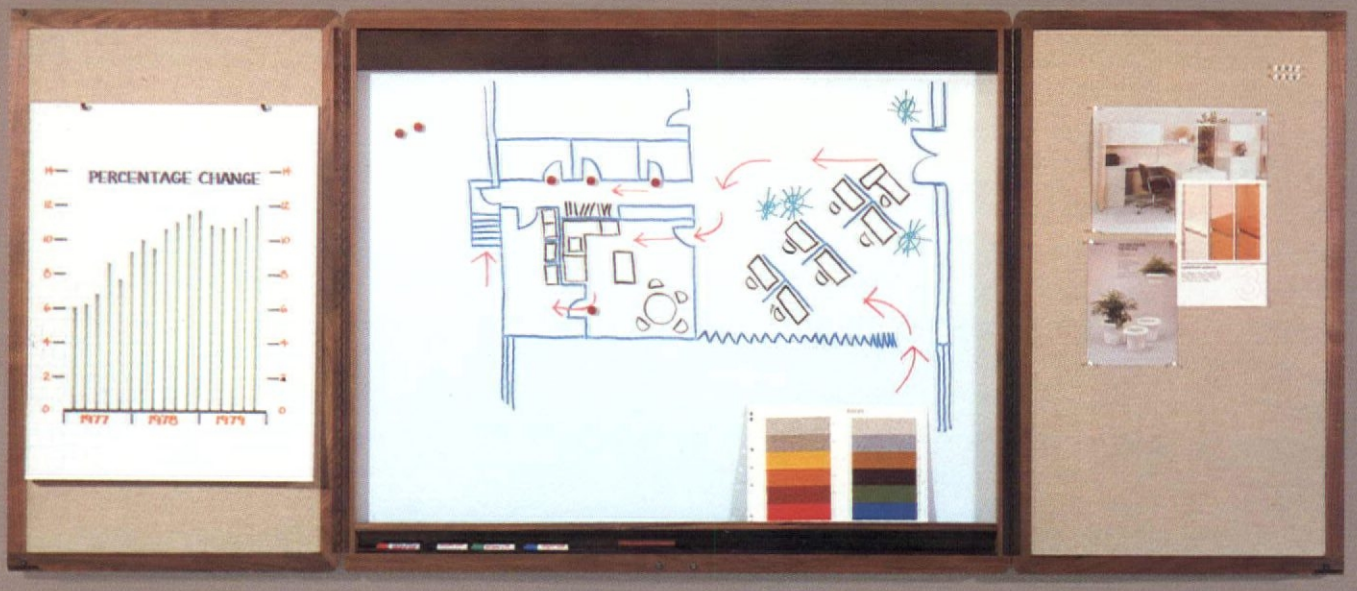
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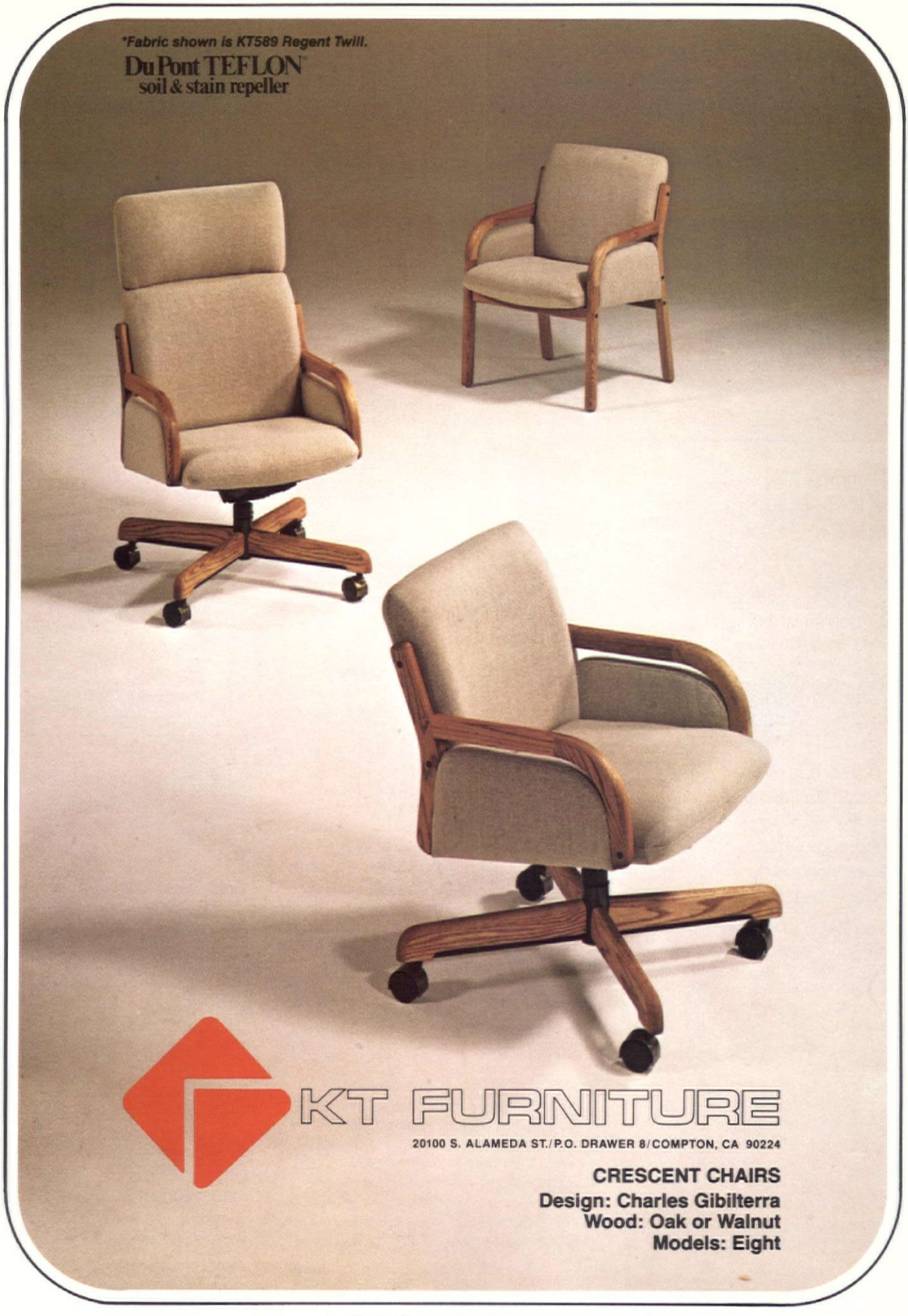
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For a 12-page, full-color Nanik catalog, circle the reader service number below. Or write Barbara Buehler, Sales Manager, Nanik, P.O. Box 1766, Wausau, WI 54401.

Nanik

apogee

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GRAPHIC DESIGN: HOWARD GOLDSTEIN

Circle 53 on reader service card

Student rally examines Hi-Tech and energy

High Point — A recent three-day rally sponsored by the Carolinas Chapter of the Institute of Business Designers explored the inevitable encounter that students will have with Hi-Tech in the contract design field. How a designer deals with a technological society and how one can relate highly technological products to human factors in commercial design were two of the questions dealt with during the rally. Seminars also covered designer's role in conservation of energy, designs for the machine, and renovation.

RCA/NBC sign renewal lease for space at Rockefeller Center

New York — RCA Corporation and National Broadcasting Company, an RCA subsidiary, have entered into renewal lease agreements for space in Rockefeller Center. Total area affected by the leases is nearly 1.2 million sq. ft. This space is for RCA corporate headquarters staff as well as headquarters, office, and studio space for NBC. Leases are effective from October 1, 1982 to September 30, 1994.

Who reps what: Major Materials joins Diller Corporation

Major Materials Distributors has been appointed as distributor for **Diller Corp.'s** line of metal laminates in south Chicago, south and west Illinois, and portions of Indiana . . . . **Donald Green** has been appointed as New York metropolitan representative for **Middletown Leather Co.** Territory covers greater New York metropolitan area, northern New Jersey, and Connecticut . . . . New distributors for **Sidlaw of Scotland's** contract line of textile wallcoverings are: **Rosco**, covering Texas, Oklahoma, New Mexico, Kansas, and Missouri; **Gilman Wallcoverings** in Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, and Tennessee; **Jack Denst Designs,** Chicago and Illinois; **Crown Wallcoverings,** Canada; and **Gilford, Inc.** from Maine to South Carolina . . . . **Thomas H. Waller & Associates** is architectural representative for **Bobrick Washroom Equipment**. Waller's territory covers Georgia and the Tallahasse



H.L. Thompson, president of Crawford & Thompson, Inc., newly appointed Magee Carpet distributors in the Southeast.

region in northern Florida . . . . **Magee Carpet** division of **Shaw Industries** has appointed **Crawford & Thompson** as exclusive, distributors in North and South Carolina, Georgia, Alabama, Mississippi, Tennessee, and northern Florida.

New showrooms: S.M. Hexter doubles showroom size

S.M. Hexter Co., specializing in furnishings, textiles, wall and floor coverings, recently doubled its showroom size with a move from Space 141 to 139 at the Atlanta Decorative Arts Center. The additional space will allow a larger representation of Hexter fabrics and also the showing of a new line of custom furniture . . . . **Paul Hanson** has established its first Dallas showroom in Space 9004 at the World Trade Center. The 3,000-sq.-ft. showroom is divided into four galleries, showcasing lamps and accessories.

Expansions: Euster adds to contract line

Euster Associates has expanded its contract division resources center in Armonk, N.Y . . . . **Spectra Galleries** has expanded its showroom space in both Atlanta and Dallas Markets . . . . **Kwik-File** has moved to new headquarters near Minneapolis. The new site at 40,000 sq. ft. more than doubles the previous company space . . . . **Exxon Chemical U.S.A.** is currently undergoing a 50 percent expansion of its Summerville, S.C., facility.

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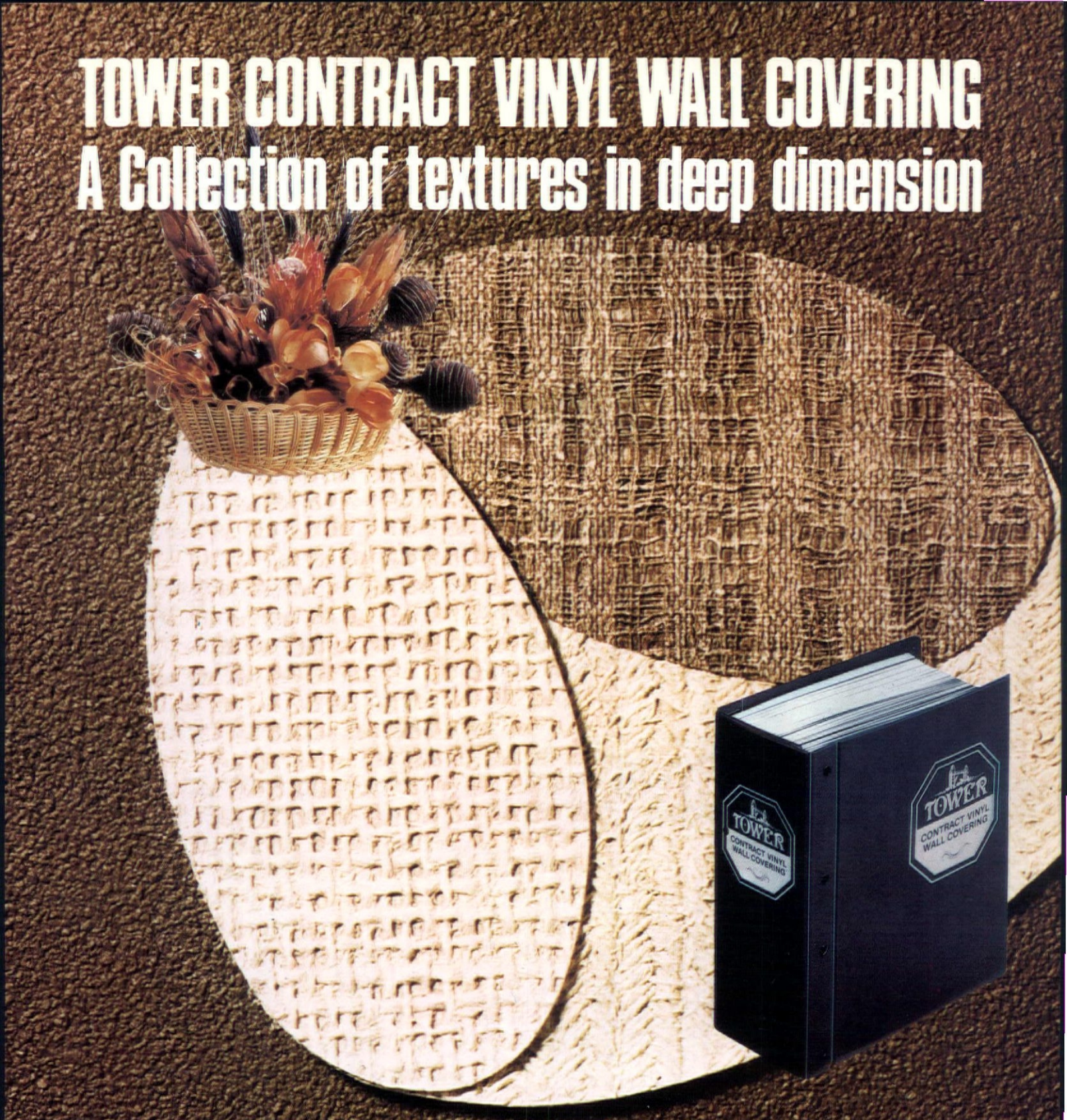
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A Collection of textures in deep dimension



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CANADIAN GENERAL-TOWER LIMITED
(OAKVILLE DIVISION)

Knoll creates post-modern paradox

"Where simplification cannot work, simpleness results. Blatant simplification means bland architecture. Less is a bore," remarks Robert Venturi in *Complexity and Contradiction in Architecture* (MOMA, 1966).

The new, two-floor Knoll International New York showroom is anything but elementary in scope and meaning. The design firm of Venturi & Rauch combines historic allusion, ornamentation, and ambiguity—keynotes for post-modernist design—in creating this striking showroom.

Working within the constraints of the building envelope, a glass and aluminum office building with low ceilings and a grid of columns, the firm creates a space where familiar products are seen from unexpected points of view. On the entry floor, selected objects are spotlighted in a dark, confined space of green hues. Beyond, a larger, well-lighted open area can be glimpsed which contains furniture and fabrics against neutral background hues. Off to the right, draped fabric cascades through an opening from the floor above. Perpendicular to this grand, fluid statement, a trompe l'oeil wall faithfully duplicates one of several freestanding walls of fabric samples. The parade of square columns has been converted to round, monumental forms, flaring out at the top beyond a decorative black line that also runs along the perimeter of the showroom. To Venturi, the line contains and brings the furniture groupings together. Each column holds an ambient lighting fixture. Windows are covered with undulating vertical panels cut askew on each side, forming an abstract play of light forms.

The upper floor displays Otto Zapf's and William Stephen's open plan systems. This level also contains a luxurious conference room with walls of iced teal silk velvet. Venturi & Rauch plays its design credo with an elegant edge. Streamlined Mies van der Rohe Brno chairs pull up to Charles Pfister's black lacquered conference tables, capturing the reflection of an 18th century Robert Adam ceiling reproduced on acrylic. □





Photos by Tom Crane



In 1978, 875 employees started giving this Bigelow carpet a workout.

But after 10,000,000 working-hours, the specifier knows this carpet will still be bright and beautiful. That's Beauty & The Bottom Line.



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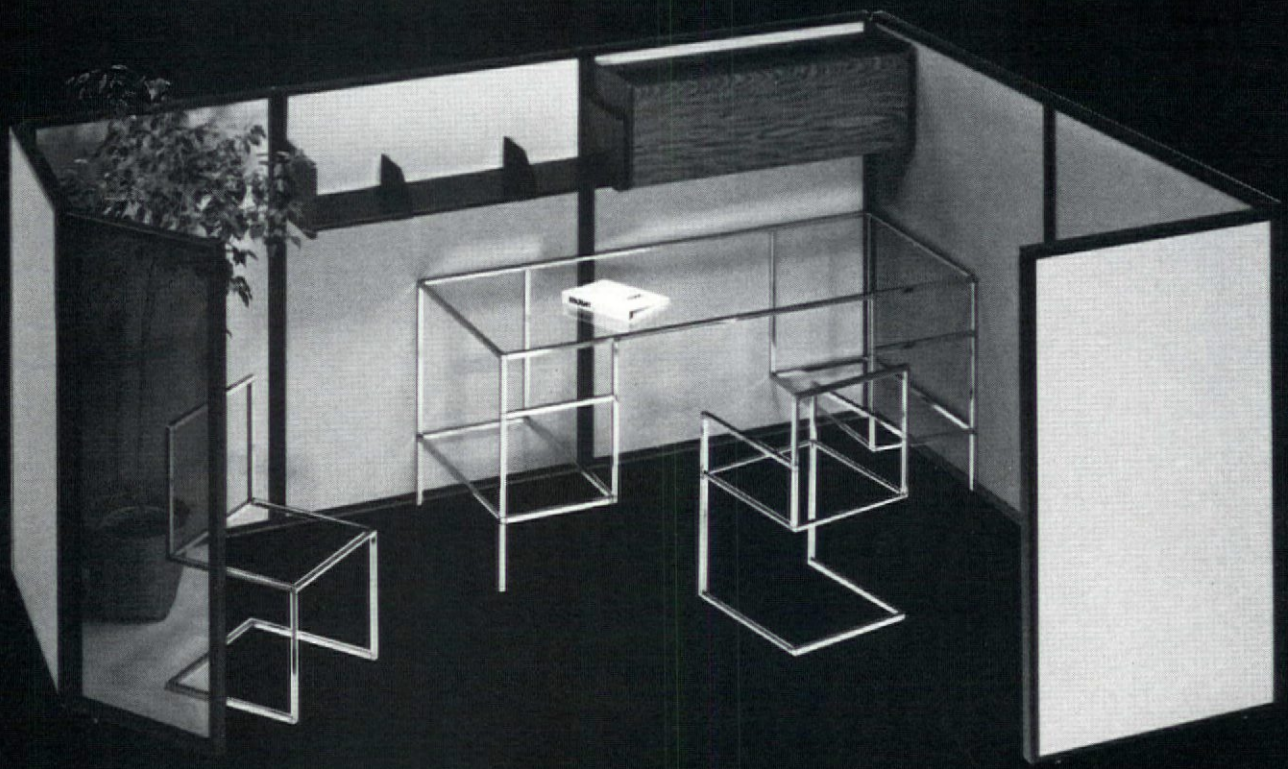
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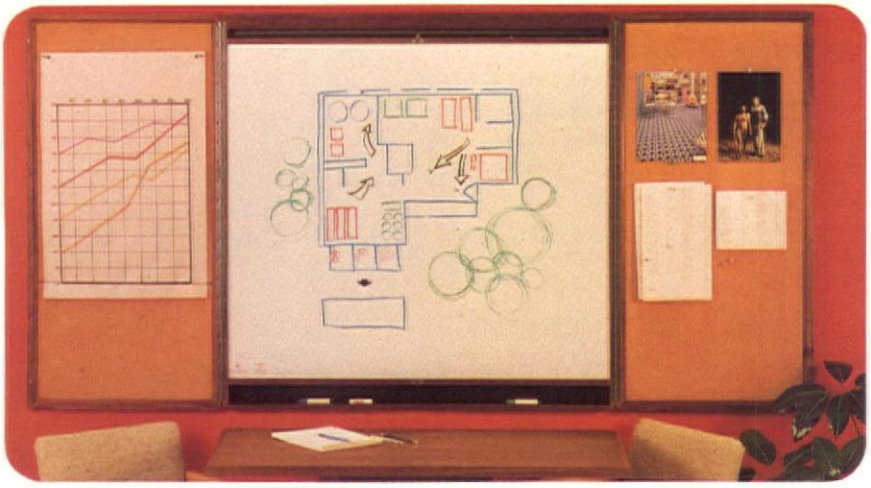
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Visual communication works

IN THE MEETING ROOM



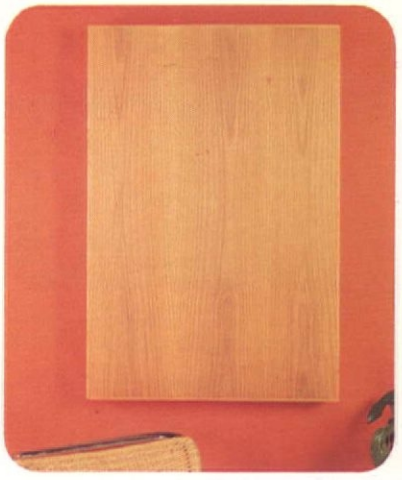


Conference systems combining "White Wonder" board with projection, flipcharts and display surfaces in handsome cabinetry. Real woods or laminate finishes; radius or rectilinear cabinets; 4' x 4' or 4' x 6' sizes.

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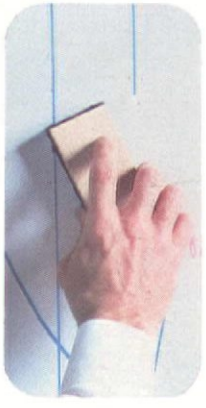


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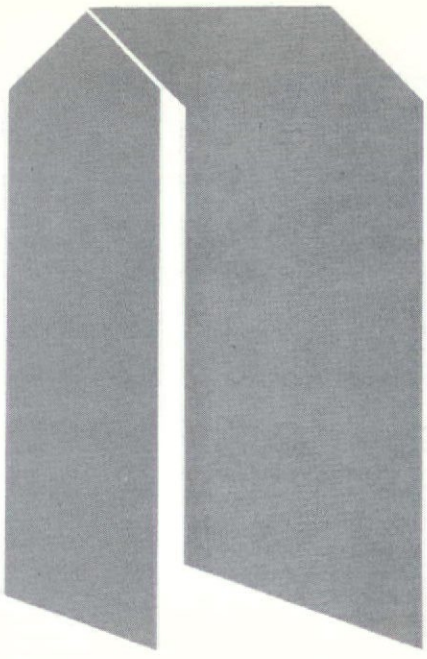
Circle 118 on reader service card

Concentrated Seminar Programs, daily keynote speakers in Chicago NEOCON 12 plans

Chicago — An updated and concentrated NEOCON 12 seminar program and daily keynote speakers will be featured at the 12th contract market event at The Merchandise Mart, June 11-13, 1980.

As the single largest contract exhibition in the world, NEOCON 12 not only attracts specifiers, designers, architects, and end users from throughout the world, but also features NEOCON International, an exhibition of foreign furniture and furnishings in the Expo Center Hall, directly across the street from the Merchandise Mart.

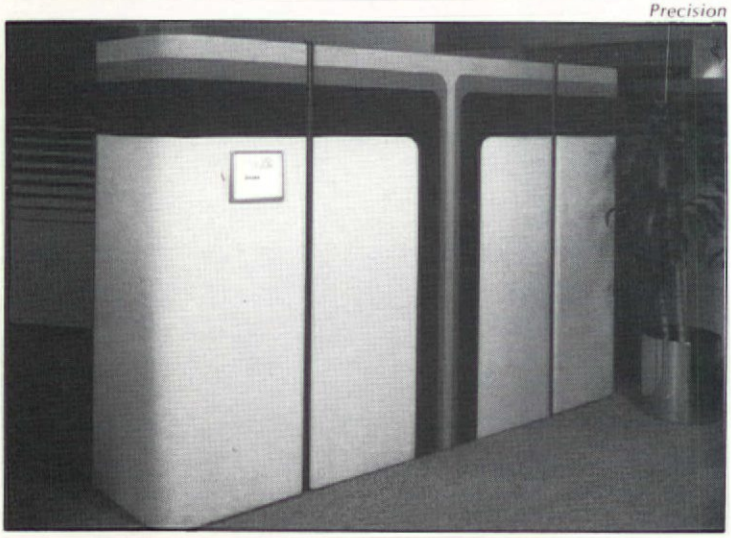
Currently being developed and to be publicized in future issues of CONTRACT is a low-cost, travel/hotel package (PEP) for NEOCON participants. Attendance at the exhibition itself is no cost to registrants. Some of the new products to be exhibited are shown here. Coverage will continue in the April, May, and June issues. □



neocon12

GRAPHICS

Precision



Precision Mfg. *Design graphics are silkscreened on existing range of standard fabrics for screens and partitions for System 7 and FORMFAC.* **Circle No. 253.**

Wellco's *Specta Graphics series consists of six carpet patterns, tufted in tight cut Anso nylon pile. Six colorways and custom.* **Circle No. 258.**

Lees. *Four patterns make up the new Constituency collection, on a dense frieze base. It is offered in 16 colorways.* **Circle No. 255.**

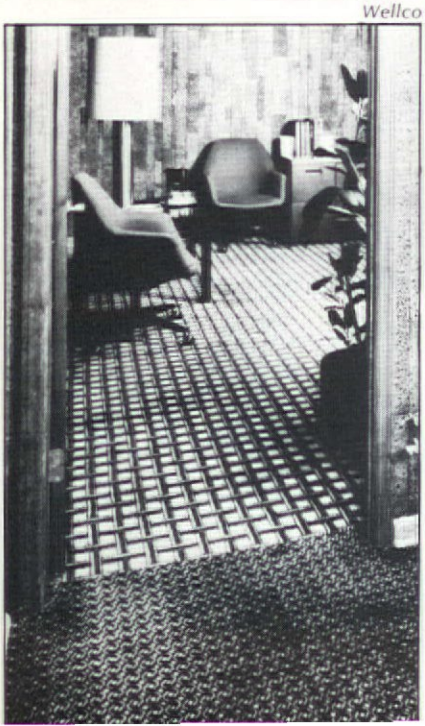
Trend. *Developer is a new contract grade of heavy-duty DuPont Antron III nylon. It is a level loop with a Berber look.* **Circle No. 254.**

Stratton's *Elective is a bulky loop pile using Badische Zeflon 500 nylon, available in 10 heather colorations.* **Circle No. 256.**

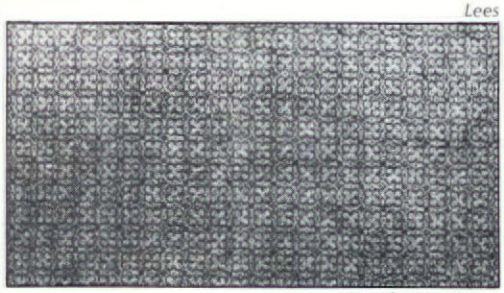
Regal *has produced a new Oriental inspired bath rug called Honeycomb. Sizes are 25 × 37-in., 25 × 45-in., and 31 × 54-in., in 15 colorways.* **Circle No. 257.**

FLOORING

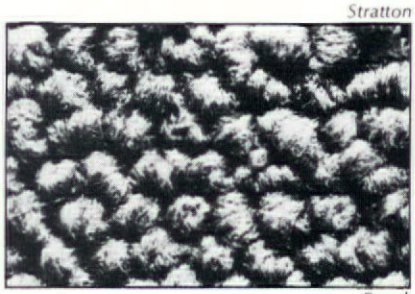
Wellco



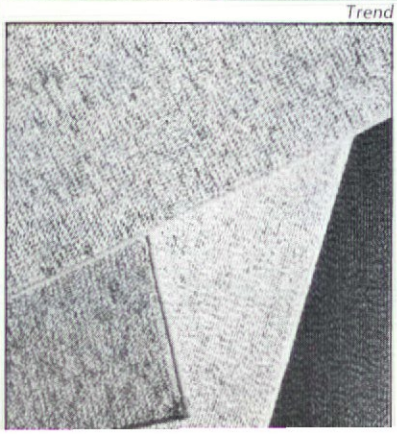
Lees



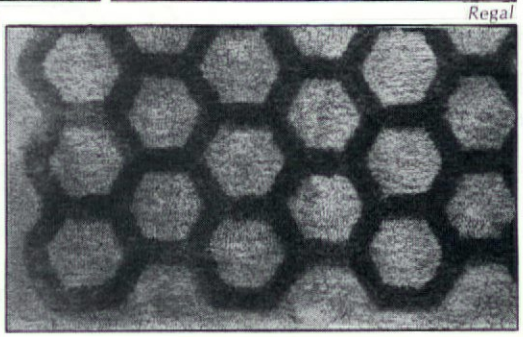
Stratton



Trend

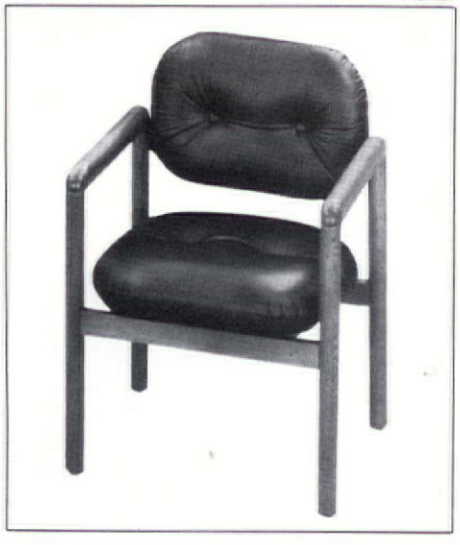


Regal

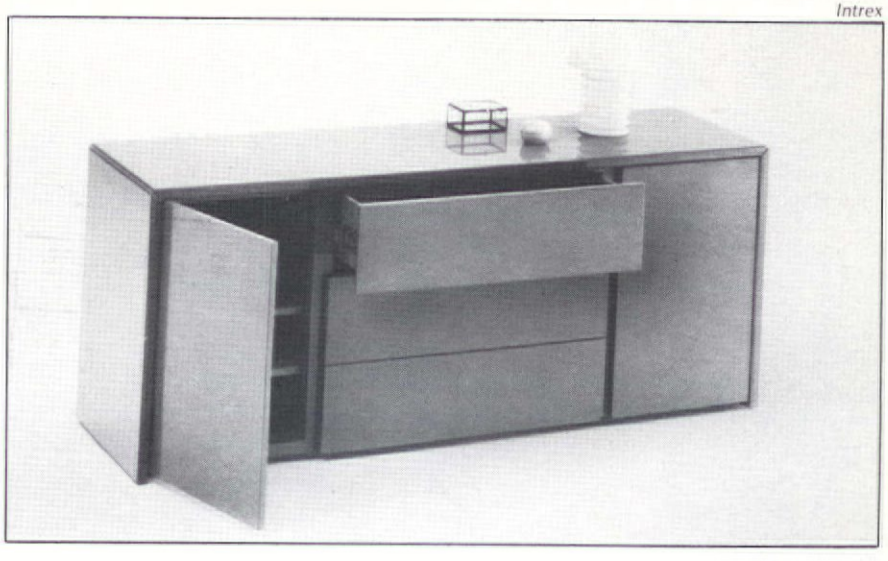


FURNITURE

Harter



Intrex



Harter's *Century Oak Armchair Series includes one with Cathedral closed back, regular open back, and tufted seat and back. Sled bases will also be available.* **Circle No. 261.**

Intrex *will show Paul Mayen's Katonah floor credenza, available in 13 lacquer colors, four woods, and as many burls.* **Circle No. 259.**

Airborne/Arconas' *newest upholstered piece is Damier by Charles Bernard. It is molded in one-piece cold cured urethane over a steel frame, has 30 and 90-deg. corners. There is also a club chair. Depth 29-in.* **Circle No. 264.**

Brickel's *Iron Cloth is a grospoint fabric introduction to Ward Bennett's textile collection. It sells for $18 per yard, yet wears well, is offered in three bold colors.* **Circle No. 262.**

Frankel's *Kimberly collection of exclusive washable prints is inherently flame-resistant. It is offered in nine designer patterns and 32 colorways.* **Circle No. 263.**

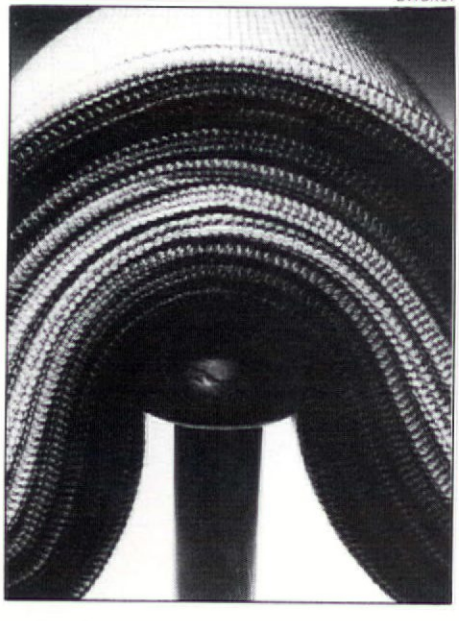


Westinghouse *ASD has added three new swing arm holder components, including telephone arm shown. Platform tilts at 15 deg. angle. Pivot sockets clamp to work surface or desk.* **Circle No. 265.**

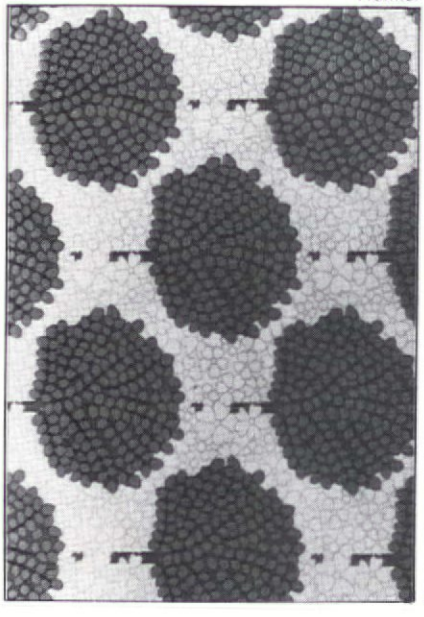
Arconas

FABRICS

Brickel

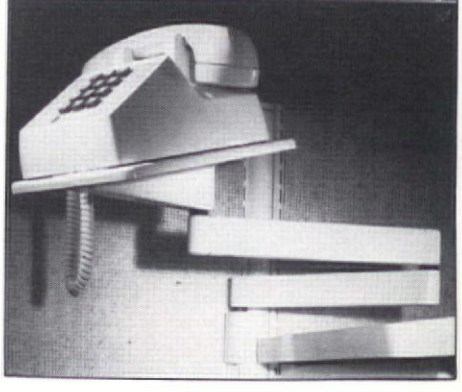


Frankel



ACCESSORIES

Westinghouse







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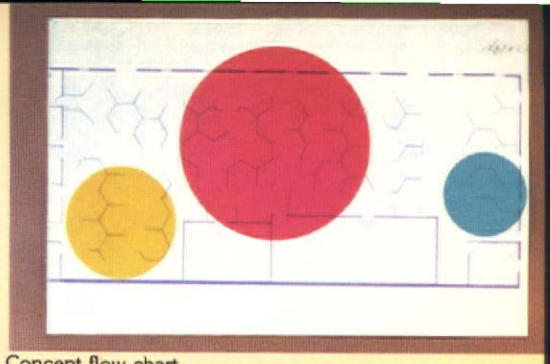
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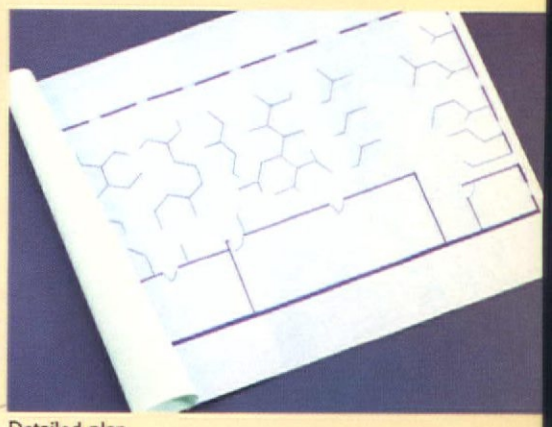
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Concept flow chart



Detailed plan

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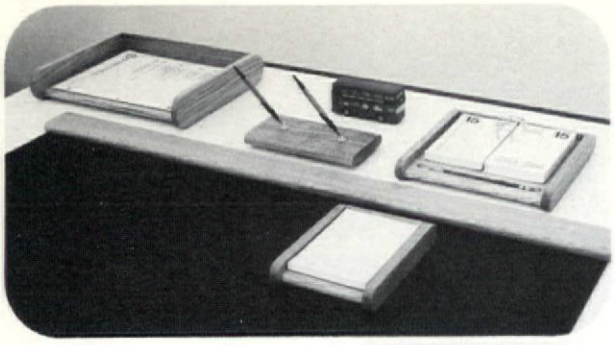
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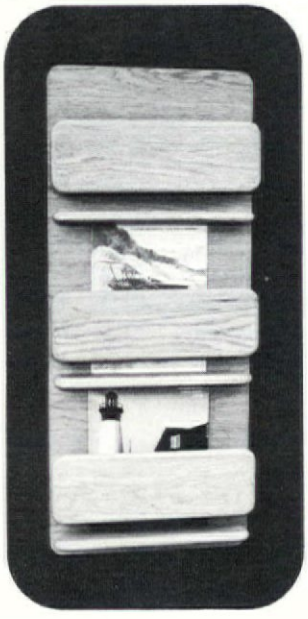
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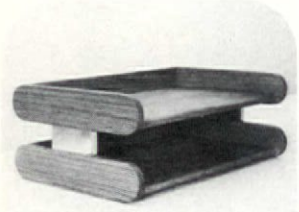
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PEOPLE/NEWS



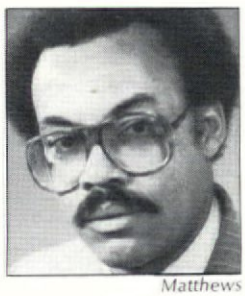
Brockbank

Christine S. Hoinacki has been appointed Space Planning Consultant for Fischer Office Interiors.

Bill Brockbank (shown) has been promoted to Vice President/Sales for the west coast division of Arc-Com Fabrics.

Quickborner Team, planning and management consultants, has relocated to 402 E. 87 St., New York.

Institute of Business Designers, Northern California Chapter, has elected Julie Clarke, Baldwin/Clarke Associates, President. Vice Presidents are: Dawn Wick, Low Real; Adrienne Blalock, Beir-Gunderson; Marti Scudder, Whisler-Patri; Carol Cummings, R.M. Merkadeau & Associates; and Nancy Perry, Robinson, Mills, Williams. Liz Taylor, Marquis Associates, is Secretary-Treasurer. New board members are: Pam Baldwin, Baldwin/Clarke Associates; Pat Marconi, Dunlap-Marconi-Stockwell; Rod Wessel; Bob Yeats, Condi; and Candice McLaren, Elmore/Titus Architects.



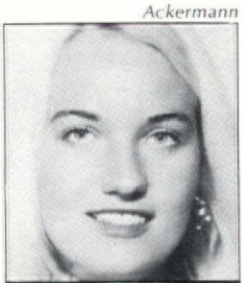
Matthews

Samuel E. Matthews (shown) has been appointed Vice President/Marketing, contract products, for Samsonite Furniture.

Arnold Sinkin has been promoted to Vice President/Sales for Lack Carpet Co. **John Hanau** has been promoted to Contract Sales Manager, for Lack's Mohawk and Firth Divisions.

Stephen Viscusi has been appointed Manager/Contract Division, Euster Associates.

Ackermann





Taylor

Gail Ackermann, ASID, IBD, (shown), has joined Richard Plumer Interior Design.

Richard L. Johnson has been named Director, Industrial Fibers, Fibers Marketing Group, for Hercules, Inc. **Richard S. Brown** has been named Senior Sales Representative, Fibers. **Beth McInnis** and **James D. Geiman** have been named Technical Representatives/Fibers.

John E. Orsak has been appointed Vice President of L.E. Carpenter.

Ivo Del Borgo has been named Regional Manager in New York for Pace Collection, Inc.

Following the acquisition of the Franciscan manufacturing facility in Los Angeles by Wedgwood Ltd. of England, **Ian F. Taylor** (shown) has been named President of the firm now called Franciscan Ceramics, Inc. The company encompasses both the dinnerware and architectural products division.

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PEOPLE/NEWS



Carlisle

Marvin Carlisle (shown) has been named National Accounts Manager for contract division, Chromcraft Furniture.

Komfort Mobelfabrik A/S of Randers, Denmark, has been given the King Frederick IX Prize of Honor for outstanding contributions to Danish exports.

Vicki L. Ewald has been appointed Director of Design, and **Joyce P. Leute** has been appointed Senior Designer for Interior Environments, Inc., space planning interior design firm.



Draper

Richard Draper (shown) has been appointed Marketing Director for Mira-X.

Monsanto Textiles Co. has expanded its program for Wear-Dated to include carpets made of Ultron advanced generation nylon. Carpet grades meeting Monsanto's quality specifications will be eligible to use the Wear-Dated Trademark.



Cortelyou

Frank Conti has been promoted to Executive Vice President and **Frederic Katz** to Vice President of Lighting Associates, Inc.

Masonite Corp. of Chicago has acquired Formica Corp.'s low-pressure melamine component panel business. Formica is a wholly owned subsidiary of American Cyanamid Co.

Robert V. Cortelyou (shown) has been elected President, National Association of Furniture Manufacturers. Cortelyou is Group Vice President of Furniture Operations, Mohasco Corp. Other officers are Gordon W. Babcock, Harden Furniture Co., Chairman of the Board of Directors; Donald A. Belgrad, Schnadig Corp., First Vice President; and Glenn Gramelspacher, Jasper Novelty Furniture Co., Second Vice President. Jack Gerken, Jr., Norwalk Furniture Corp., will continue as Treasurer.



Harned

Dorothy Harned (shown) has been appointed Associate of Interspace Inc., national interior design and space planning firm headquartered in Philadelphia, with regional offices in Washington, D.C., and Orlando.

Calmar Industries, manufacturer of modular ceilings, has merged with **Designer's View.**

Mary Knackstedt has been elected President of the Pennsylvania East Chapter of ASID. Bert Laudenslager is Vice President; David Longi is Treasurer; and Estelle Cohen is Secretary.

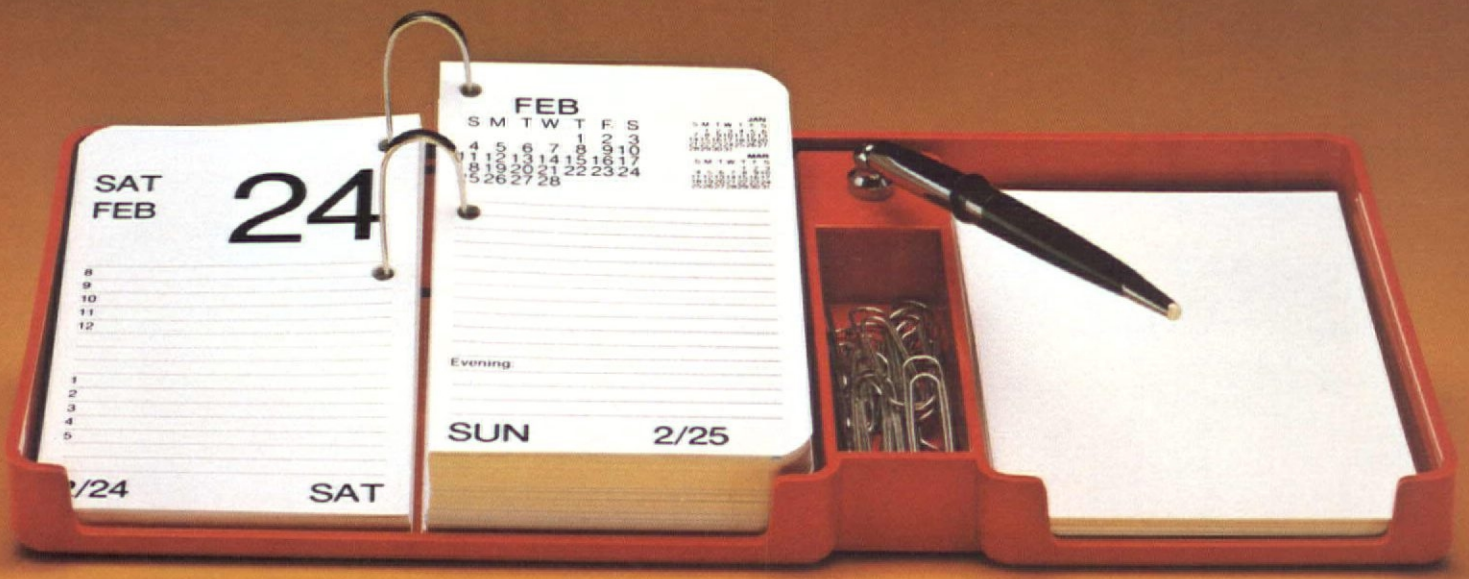
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1980

March 2-5. National Association of Floorcovering Distributors Annual Convention. Tarpon Spring, Fla.
March 5-6. Info Fair/Chicago. ExpoCenter, Chicago.
March 23-26. West Week '80. Pacific Design Center, Los Angeles.
March 28-30. Wallcoverings '80. Sheraton Centre, New York.
April 11. Career & Professional Day. Design Center Northwest, Seattle.
April 13. Public Open House. Design Center Northwest, Seattle.
April 15-17. Purchasing Management Products Show. Expocenter, Chicago.
April 16-17. Contract Canada '80. Marketplace, Philadelphia.
April 17-23. National Furniture & Accessory Market. Merchandise Mart, Hickory, N.C.
April 27-28. Spring Market Days. Dallas Market Center.
May 7-11. National Home Fashions League 21st Annual Conference. Doral on the Ocean, Miami Beach.
May 17-21. National Restaurant Show. McCormick Place, Chicago.
May 24-26. Mid-America Furniture & Accessory Market. Veterans Memorial Exhibit Hall, Columbus, Ohio.
June 8-13. Furnishings Market. Merchandise Mart, Chicago.
June 11-13. NEOCON XII—National Exposition of Contract Furniture & Furnishings. Merchandise Mart, Chicago.
June 14-16. Tampa Furniture Show, Expo Hall, Tampa, Fla.
June 15-20. International Design Conference. Aspen, Colo.
June 16-18. Construction Specification Institute Convention. Anaheim, Calif.
June 22-25. Summer Furnishings Market. New York Furniture Exchange, New York.
July 1-3. National Education Association 1980 Educational Expo. Los Angeles.
July 6-11. Summer Furnishings Market. Dallas Market Center, Dallas.
July 12-13. Summer Market. Design Center Northwest, Seattle.
July 13-16. International Carpet & Rug Market. Merchandise Mart, Atlanta.
July 13-18. Summer Market. Designer's Row, San Francisco.
August 16-18. Florida Furniture Show. Convention Center, Miami Beach, Fla.
August 21-25. ASID Annual Conference and International Exposition of Designer Sources. Hilton Hotel, New York.
August 22-26. World Woodworking Expo '80. Georgia World Congress Center, Atlanta.
September 13-17. International Woodworking Machinery & Furniture Supply Fair. Kentucky Fair and Exposition Center, Louisville.
October 1-5. NOPA Office Show. McCormick Place, Chicago.
October 2-3. CONN.Y. Floor Coverings Show. New York Carpet Center, New York.
October 2-5. Woodworking Show. Hyatt Regency, Chicago.
October 4-12. Arts & Antiques Festival. Park Avenue Armory, New York.
October 12. Contract Show & Seminar. Design Center Northwest, Seattle.
October 17-21. National Summer and Casual/Lifestyle Furnishings Show. Expocenter, Chicago.
October 17-22. National Summer & Casual Furniture Market. Merchandise Mart, Chicago.
October 23-29. National Furniture & Accessory Market. Merchandise Mart, Hickory, N.C.
November 9-12. International Hotel/Motel & Restaurant Show. New York Coliseum, New York.
November 18-20. International Energy Trade Show. Expocenter, Chicago.

Foreign Trade Shows 1980

March 2-6. International Contract Furnishing & Interior Design Exhibition. Olympia, London.
March 16-20. Middle East Business Equipment Show. Bahrain Exhibition Centre, Bahrain.
May 7-11. Scandinavian Furniture Fair. Bella Center, Copenhagen.
May 15-21. INTERBIMAIL '80—International Biennial Exhibition of Woodworking Machinery and Tools. Milan Fair Quarters, Milan, Italy.
May 16-20. STAR, International Exhibition for Furnishings Textiles. Milan Trade Fair.
September 19-24. International Furniture Show. Milan, Italy.
October 21-26. Orgatechnik '80. Cologne Furniture Fair, Cologne, Germany.


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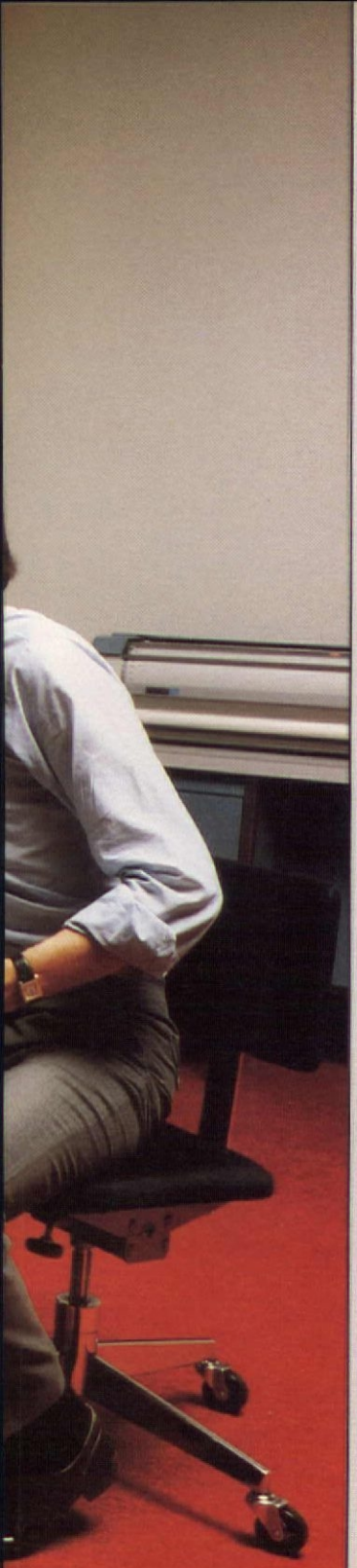
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Information added or deleted from computer graphic console is reflected in computational system at rear in photo of equipment used by firm of Cannell-Heumann in its integrated graphics and computational EDP program for space planning and design.

CHA INTEGRATES COMPUTER GRAPHICS AND SPACE MANAGEMENT

Graphic layouts translate into computational changes for design and planning of Manufacturers Hanover Trust

Most designer/specifiers familiar with the use of the computer in space planning and specification think of it either as a graphics tool or a computational tool. Cannell-Heumann & Associates (CHA), headquartered in Los Angeles, has developed its use to a point of sophistication where both graphics and space management computational use are integrated.

Even the biggest, most complex jobs among the 40 million square feet of space for which the firm provided design services during the past eight years of its 16-year existence benefit from this capability. Especially with complex installations, changes made in floor plans on CRTs are translated into computational statistics. Remove four workstations from a floor plan, for example, and every detail, including four chairs and ancillary furnishings and equipment, is reflected as a deduction from purchase order information and extended costs, as well. That is a description at its most elemental, since, if added to the software program, the reduction may also affect projections of future space and furnishings needs.

Computer does not create

Starting on the premise that the computer is probably the single most misunderstood and praised piece of office equipment in the 20th century, CHA makes the point that both supporters and critics alike often fail to understand that a computer is merely a tool and is only as effective as the designer-planner is experienced in its use.

"The computer does not create," says Werner Heumann, Chairman of the Board, who directs CHA's space planning and design work, "it can only implement. In such cases, the designer has to add the skills of computer technology to his expertise in one or more of the design disciplines.

"CHA has adopted computers not merely for the sake of computers, but also to allow understanding of problems and, ultimately, produce better design solutions. Critics often regard computer-aided design as a clinical solution, when nothing could be further from the truth. The key is that machines aid, whereas man's mind creates.

No loss of esthetic sensitivity

Heumann spearheaded the development of computers as a design tool at CHA and points out that critics are mistaken in their belief that the computer replaces the designer or architect, with resulting loss of esthetic sensitivity. "There is no reason why computer-aided graphics and esthetic design cannot be synonymous," he says, "because final design responsibility remains with the individual who uses the computer. All that the computer does is merely solve complex computational problems and relieve the specifier from doing repetitive graphics that only waste the time of humans and escalate design costs."

How CHA utilizes the tool is typified in a job done for Manufacturers Hanover Trust, one of the largest banks in the world. CHA was retained by the

INTEGRATED COMPUTER

Combined programming and schematics in Manufacturers Hanover project

bank to program 13 divisions of its facilities in mid-town New York City. Currently, those divisions are located in five different buildings. The objective was to locate all 13 divisions in one structure.

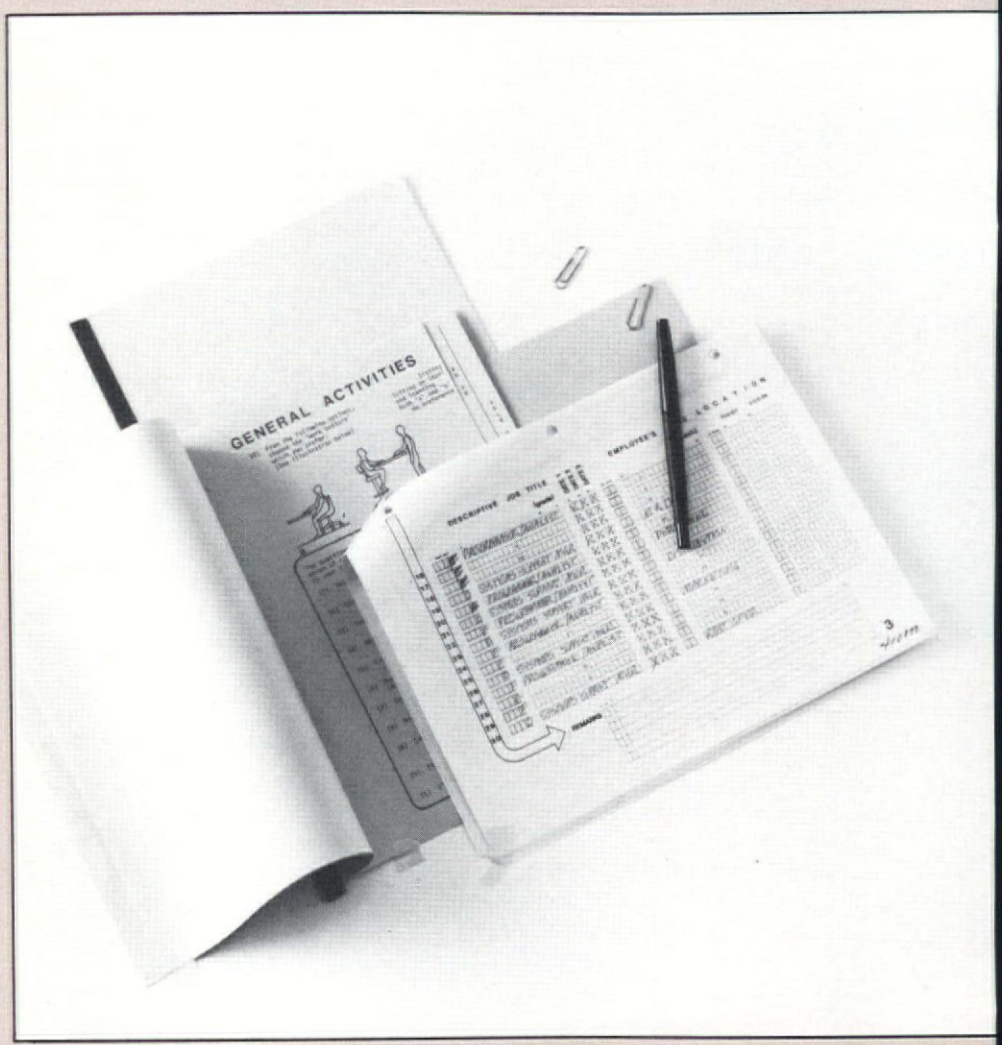
Manufacturers Hanover purchased the Union Carbide Building. It has approximately 1.2 million square feet of space, is located at 270 Park Avenue. The bank, however, could not simultaneously occupy the 50-story steel-and-glass structure while Union Carbide offices were still in it. Occupancy was, therefore, scheduled to take place over a three-year period, commencing in the fall of this year, according to a spokesman.

Complex move to one headquarters

It was obvious to Samuel D. Cannell, CHA's president, that an immense amount of master planning would be required to make such a staggered movement of personnel and equipment from so many locations to the one centralized headquarters building. The move had to be made as efficiently as possible while minimizing disruption of the normal, day-to-day banking operations, points out Cannell. "Complicating the problem further was the need to renovate the premises, including revamping the existing mechanical and electrical systems to meet current building code standards," he says.

CHA's computer capability was instrumental in getting the commission from Manufacturers Hanover, Cannell elaborates. "The computer helped us to do a preliminary analysis of the bank's space needs, communications, and divisional objectives. We then applied those needs and goals to a phased space expansion program. Our objective was to coordinate as efficiently and economically as possible the integration of the different departments of the bank, the different communication systems, and other varied elements into one unified whole over several years of time. And all of this was to be accomplished without disrupting vital bank operations."

The program developed by CHA with the assistance of its computer calls for the bank to occupy the new building in three phases, with the anticipated construction starting date being October 1, 1980. Possible occupancy of 111,594 square feet is projected for February 1, 1981. Phase two, involving 95,652 square feet, could commence construction on



Information added or deleted from computer graphic console is reflected in computational system used by firm of Cannell-Heumann in its integrated graphics and computational EDP program for space planning and design. Space-needs report and questionnaire for employee activity report is divided into sections dealing with employees, adjacencies, and other data.



CHA principals, Werner Heumann (left), Chairman of the Board, and Samuel B. Cannell, confer on design point over model of ARCO project with which their firm is involved in planning and design projects.

April 1,1981, with occupancy possible on July 31, 1981. A third phase involves 800,000 square feet, with construction commencing on April 1, 1982 and occupancy scheduled for February 1, 1983.

Computer telescoped development

"We developed the program in three months with the assistance of the computer," explains Manuel T. Urquiza, Vice President/Planning of CHA. "Conventional, manual methods of programming would have taken us six to nine months, during which time the requirements for square footage and Manufacturers Hanover Trust personnel would have changed and become obsolete. In addition, the degree of accuracy achievable with the computer program permits faster and more efficient changes to be made than would be possible using manual methods. We are now updating Manufacturers Hanover's 1977 program with information to allow for changes in the 1980s."

CHA identified the client's requirements in six different stages and about six years ahead of the anticipated needs, he elaborates. "In consequence, Manufacturers Hanover will push ahead with redevelopment plans for 1983."

Wm. C. Walker, Jr., Vice President, Manufacturers Hanover Trust, reflects his enthusiasm of the computer-assisted programming. "We found it to be the most accurate and flexible method of documenting current and projected space needs," he says.

The total CHA assignment utilized

INTEGRATED COMPUTER

Phased development outlined over three year period

both programming and schematic planning capabilities. That included a thorough investigation of Manufacturer Hanover's functional square footage needs, workstation analysis, and furniture and equipment inventory. It would eventually allow the bank the option of using in-house capability to manage its new facility upon completion of CHA's facilities maintenance system, which updates the architectural, as-built drawings, and inventory systems under license.

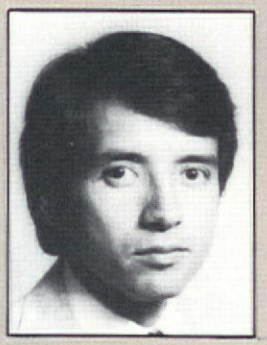
Urquiza comments that state-of-the-art technology today permits most innovative and imaginative programs to be designed and implemented in CHA's projects "We developed an interactive computer program that allows us overall comprehensive computer data bases, which allow for computational programs, such as space needs requirements, square footage, and individuals. But they also allow for merging of data bases and inventory data for furniture and equipment, as well as architectural and mechanical elements. In addition, we have developed an interactive design system, which allows us to develop definitive architectural construction documents that become interactive with the inventory system and the computational programs."

Computers do not vie with esthetics

Heumann cautions that computer-aided design does not negate the importance of esthetic considerations in the built environment. He says, "Architects and designers have not always dealt well with large-scale spatial problems. Such problems often are too complex and the solutions tend to become too superficial, or the problems are complex and the solutions have been too architecturally monumental.

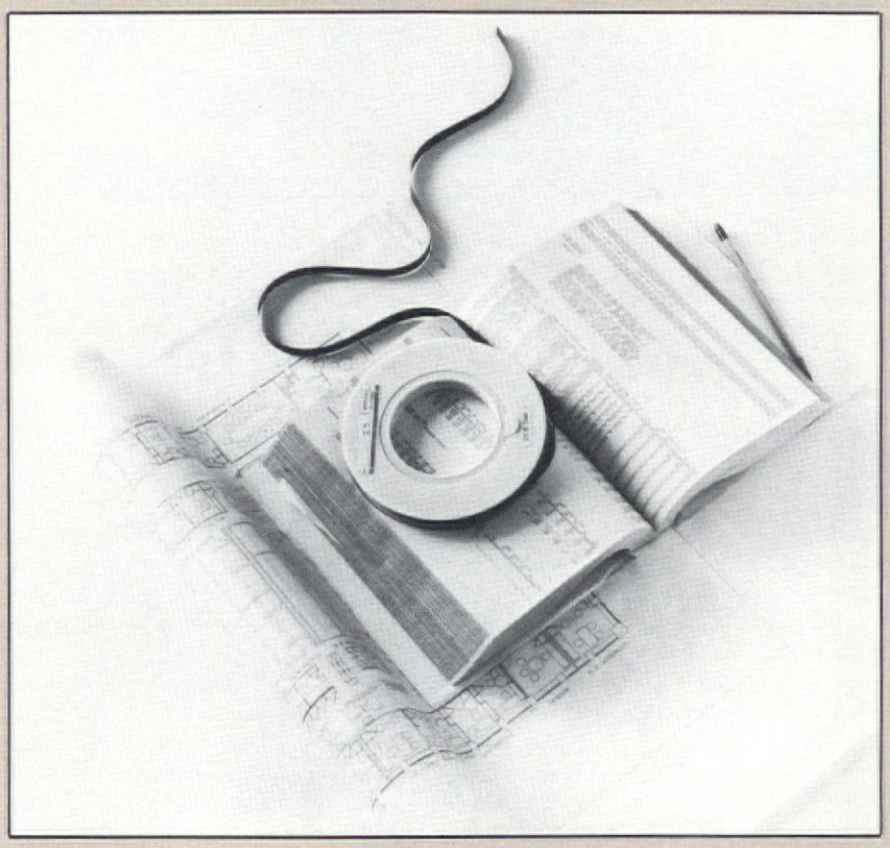
"The computer is a device, a machine which can assist our profession in overcoming monumentalism, and by understanding specifics and particulars, allow us to narrow our focus on the individual problem and create better environmental solutions. In effect, the computer responds very pragmatically and assists in the problem-solving process with an infinite capacity for the specific, the mundane-but-important detail, and the identification of the individual and particular. This process then leads to an accelerated, however precise and articulated, statement of an architectural problem and the requirements to be met in creating a more human environmental solution.

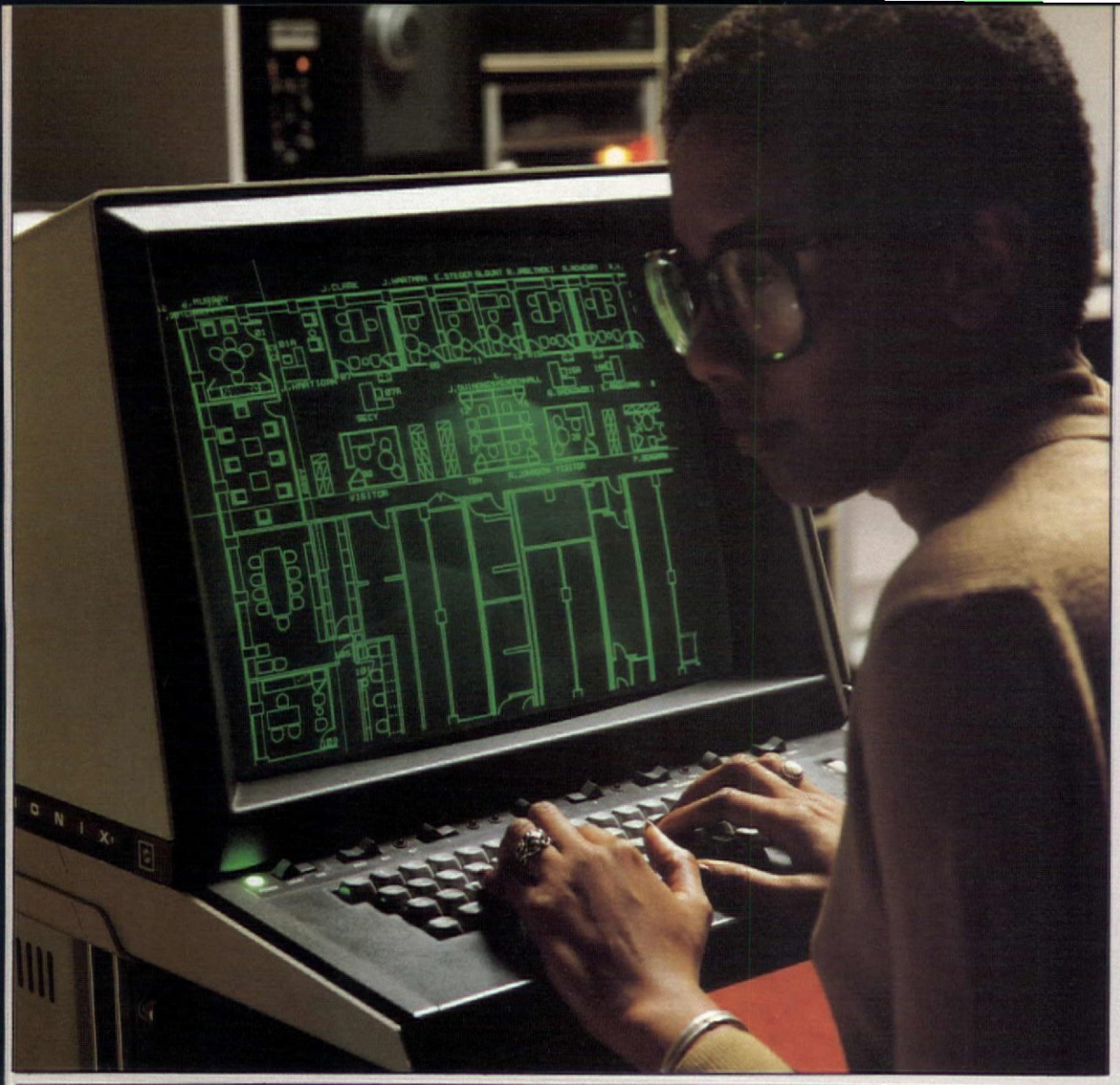
"In essence, planning and design must go beyond mere retrospection and verbal analysis of methods and past solutions. We must recreate by reperforming with new methodologies and new tools." □



"We developed the program for Manufacturers Hanover Trust in only three months with the computer—a job that inevitably would have taken far, far longer otherwise."—Urquiza

Tape (below) carries all data incorporated from computer readouts and reflected in computer graphic readout.





Computer plotter (below) generates a partition plan, while program analyst in background controls console giving directives to main central processing unit (CPU), located in Los Angeles, but with remote job site terminals located in New York and connected by telephone. More input to graphic is illustrated at left.



ENVIRONETICS FUTURES GROUP SEMINAR

DESIGNER CAN HELP SHAPE BEST OF ALL POSSIBLE FUTURE WORLDS

SLS Environetics executives retreated to speculate on possible directions the world and mankind can take, discounting negative possibilities and concentrating instead on positive aspects and means of world survival. Among far-reaching alternatives: colonized planets, domed cities, undersea communities.



Environetics corporate management (l. to r.): Richard Korchien, Lawrence Lerner, and Sidney Resnick. Said Lerner during opening remarks: "Deal with concepts rather than details."

What will the future world be like? What is the designer's role in guiding and shaping it? What can one of the country's largest, multi-discipline design/planning organizations do to prepare itself now for anticipated change?

Thirteen professionals from SLS Environetics Inc. retreated to Mammoth Lake high in the California Sierras to devote themselves to these questions at company's first, four-day Environetics Futures Group Seminar. Their crystal-ball gazing far into the future explored many possibilities and alternatives open to mankind, some chilling at the prospect, before drawing optimistic conclusions as far reaching as colonized planets and undersea domed cities.

On a more day-to-day business level, the Environetics Futures Group also came to conclusions solidifying the marketing philosophy that individuals of the group possessed but had only just discovered they shared common commitment to (from various SLS Environetics branches, some had not met before this seminar). The thrust of discussions centered on designing communication and organizational tools, reviewing international applications, exploring recruitment of the necessary professional skills needed to increase their expertise even further, and recommending formation of new divisions to broaden the company's base of operations.

The Environetics Futures Group Seminar was opened by the corporate management triumverate of the organization—Lawrence Lerner, president and chief executive officer; Richard Korchien, executive vice president/director of eastern division; Sidney Resnick, executive vice president/director of western division.

In his opening remarks, Lerner said: "We're here to ponder the future of the commercial design industry and our own company. We can only do that intelligently by appraising the future of all of the factors that bear on the well-being of both." After enumerating some points for possible discussion, he concluded with: "We would like this seminar to deal with concepts, rather than details."

Having given his free-wheeling directive, Lerner, with Resnick and Korchien, left the meeting, rejoining it at the concluding session to hear the results. The participants then spent three days in general, often heated and excited discussions before dividing into two groups to draw their conclusions.

Participants focusing on the structure and future of SLS Environetics were: Don Sacher, Frank Eaton, Warren Chol, Alan Briskman, Paul Pascal, John Hathaway-Bates, Ken Carey. The second group, examining the future of the world, were: Erik Lerner, Gil Simon, Ed Bajbek, Jim Vigus, John Totino, Bob Parfet.

These key persons represent a number of disciplines practiced by the firm in its ten offices (three of which are abroad). The firm operates under two regional umbrellas, the Eastern Region out of New York and the Western Region based in Los Angeles, and employs in excess of 200 persons.

Taken from a copyrighted report issued by SLS Environetics, excerpts summarizing the Futures Group conclusions are reprinted here to spur the imaginations of all designers. Some will nod in quiet agreement with statements made; others may have totally divergent views. In either case, CONTRACT invites readers to respond to the thought-provoking ideas presented here for publication in a future issue.

PART I: AS RESOURCES ON EARTH ARE DEPLETED COLONIZED PLANETS CAN LEAD TO SURVIVAL

The world has just woken up to a set of facts which could bring about the nervous breakdown of civilization itself. There is not an unlimited supply of the raw materials civilization needs to survive and grow. The world has also discovered, almost as an afterthought, that uncontrolled breeding combined with medical advances have doubled "expected life span" (and therefore extended breeding potential) and will soon over-populate our planet to the point where life as we know it will be impossible.

What were once theories expounded by academics and philosophers have now become facts known by all, thanks to the efficiency of modern communications. Cities are spreading out like ink stains on wet paper, and many fear a day when the face of the whole planet will be a gigantic metropolis.

Science fiction is becoming fact. Harry Harrison's *Make Room, Make Room* and Aldous Huxley's *Brave New World* are visible in places already.

Those who would deny elitism are facing a movement with the strength of a tidal wave, before which they are no more than finger-sized corks. The industrialized, materialistic powers of the Northern Hemisphere are already established as the elite of the world. Only the destruction of Northern Civilization itself can change the mapped-out future we face; ideological differences between the Capitalistic West and Communistic East are but different colors of the same cloak. The technology, scientific lead, and education of the North moves into top gear while the Southern Hemisphere still tries to learn how to drive, and the race for success is so short it will be over before the South starts the engine. The prize is power; once won, it cannot be argued.

Every day the Northern Hemisphere moves nearer success. Perhaps it has already won?

"Thanks to advance in telecommunications, persons could soon be working lying in bed somewhere, with a TV screen and keyboard built into furniture, communicating with someone else thousands of miles away."



"It is possible that electronic telecommunications will replace the majority of physical business travel."

"We have to consider that human engineering may allow us to live under the sea. Space planners and designers of today ought to begin to consider what talents and disciplines they will require in the very near future to house this sub-aquatic population."

All quotes are taken from a transcript of the Environetics Futures Group Seminar.

Possible futures are startling

Survival is a need which invents new rules and survival is recognized as the game already. Those who rely on yesterday's rules have already lost.

So what are the possible answers? The Futures Group explored many possibilities. They were not necessarily unanimous decisions nor were all subscribed to. They are, however, possibilities that must be considered, particularly in view of the present events in the world. Listed below, they range from incredible to unacceptable, and yet all are possible:

1. Anarchy, as each man tries to ensure his own and his family's survival.

2. Nationalism, where none matter outside the camp of one's own.

3. Whole nations could be destroyed to ensure the raw materials to provide survival of the strongest.

4. Nations forced into bankruptcy and then stripped of their assets down to the land itself.

5. Expansion into space and the colonization of new planets to be systematically plundered of their minerals and produce.

6. Exploitation of the oceans and new defense systems to protect investments beneath the sea.

7. Fortified domed cities impervious to the destruction and pollution of the atmosphere.

8. Genetic engineering to reduce the size and therefore the needs of whole populations.

9. Forced breeding limits for all except the elite.

10. A legally enforced shortening of life span, where one is "allowed" a pre-determined length of life.

11. Return to feudalism, tribalism, or clan survival.

12. Organized "wars" to reduce population.

Group explores positive futures

There are, of course, many other alternatives, some far more chilling to educated minds when considered in the context of historical fact. But when asked to evaluate the 12 most possible future prospects for our diminishing earth, those listed here were chosen by the Environetics Futures Group.

Medical philosophy insists that no disease can be treated until it is recognized. Recognition is dependent upon the history of the patient, genetic trends, and careful examination of existing or experienced symptoms. This procedure was followed by the Environetics Futures Group until the possible trends were identified, then by discussion and debate, treatments and directive, actions were suggested.

The negative values of the probable futures predicted, when related to our present understanding of morality, soon took second place to the benefits which could be gained by actions available to the world now. In fact, it became apparent in a very short time that civilization, by grasping only some of the probable futures, could eliminate others and take mankind into a new Golden Age—just as the fears and troubles facing Europe in the 17th Century opened up the New World and brought about today's civilization.

It is true that many awful events took place to achieve unlocking new continents, but everything we hold dear today grew from those actions. Like a child suffers falls, burns, and tears to reach adult maturity, so civilization of the Old World learned to walk in the new. There is, however, no need for today's civilization to make the same mistakes.

Space colonization a necessity

After all probable futures were considered, all but one proved to be terminal and dependent on what exists in this planet, for the length of the future is relevant on how long Earth's resources will last. The only logical step for mankind is to colonize other planets. Earth is an island, and as we use up what it has, the harder it becomes to make the journey to another island.

The reaction of persons to today's buildings, where they are designated to little common banks of humanity, may bring a demand to return to individuality and privacy as considerations for design.

It can be expected that as energy costs soar, more and more companies will move into the sunbelt, creating new metropolitan centers that will house total operations in what is today desert, relying on solar power and recycled body heat for energy.



It may come about that system furniture makers, along with the technology of mobil homes and prefab buildings, will move into construction of total office environments.

Mankind must own more stockpiles than just Earth.

Accept the need for space travel, as the Elizabethan sailors of England or Conquistadors of Spain accepted the need to cross the oceans, and fear-filled futures not only become acceptable, but also begin to promise the Utopia man has dreamt of since he first began to dream.

The Environetics Futures Group could not just leap across the next hundred years and invent Utopia; it was charged with the discovery of a route to the future.

Logically, mankind must go out into the universe if mankind is to have eternity, for the very day-to-day raw materials mankind needs will one day run out if we are confined to this planet. With every year, the time we have left to develop the means of escape runs out with accelerating speed.

This conclusion, voiced on the first day at Mammoth Lake, slowly gained even greater importance as the meeting proceeded.

Then accept the problem, was the fruit of this conclusion, that technology must not only survive, it also must be developed. If this is the case, came the question, then what happens to the trend to self-sufficiency and the predictions that civilization is going to move away from the city?

Designers can pave road to future

The general consensus led to the following things for the designers and powers-that-be to consider today, to create a road into the future, a future where for the first time in history the world as a whole can look forward to an age of growth, attainment (material and esthetic), and a knowledge that things will get better with every day.

1. Human ingenuity may just invent "matter-transfer" machines which would bring an endless Golden Age, but until then, work as normal.

2. Designers provide the ways to change society, be it transport or cooking pots, and now more than before, designers are needed by mankind.

3. Designers must find ways to

create the tools for the human race to exploit the raw materials we have left—and there are resources good for centuries if they can be developed and transported to where they are needed. It is time to bring together the politicians, corporate powers, and institutions with the designers so that the talents available can be exploited. The best designers today are drawn out of their constructive purpose into designing consumer products, and this will continue until it is possible for a designer to earn more where he is valuable to society as a whole.

4. The Third World (or the undeveloped nations) need to be assisted to bring them to a point where they can contribute (and be rewarded equally) to the good of mankind as a whole.

At the end of the Mammoth Lake meeting, the expectations of what the world will see in the future were listed by consent, so if you do not have a crystal ball handy, this is what the Environetics Futures Group sees as possible.

Inherited class benefits will slowly disappear but will be replaced by a system of elitism dependent upon skill and education. (This was accepted to be happening already but an acceleration of this process was predicted.) Therefore, access to good education for one's children and oneself will become a top priority to employees, and employers will offer "extra education possibilities" as an incentive to gain the right staff.

Satellites, A/V aid communications

- The present economics of business travel will provide incentives for the acceleration of development of audio-visual communications using satellites as the cost of wire contact methods becomes inhibitive. Satellite communication will allow easier transaction of business over long distances, which will, in turn, provide a need to overcome time-zone differences.
- A possible end-product (made simple by video-recorders) will be for every business day to begin in a meeting with an audio-visual screen. The need to answer quickly many requests, orders, etc., which could be gained within the first hour in the office would necessitate the need for clerical staff to have contact with other countries person-to-person.
- Following this development it will be necessary to be "able" to communicate en masse and at all levels, and this will herald the end of many of the lesser-spoken languages. It is probable that English will be the basic commercial language with "variance" additions for color from other languages. At first, languages like Norwegian and Flemish will die out, followed within decades by German, Italian, and French.
- International transactions will also bring about the need for standard measurements, and the U.S. will have to learn to live with metric measurements, probably within the next decade.
- Banks and other institutions (including Governments) will find themselves forced into working with the most efficient "International Standards," and this could be uniform and accepted within 20 years.
- Rail transport will return to its 19th Century importance as bulk movement of materials becomes common, for, if banks standardize, so will industries, and as towns rely upon certain industries today, so will nations in the future. (Consider what it would be like if the world's road transport was all manufactured in Japan, all air-

●● We may see construction of satellite communities, with employees operating public communication systems and working at a company-supplied and maintained portable office—erected in their own backyards. ●●

●● Society may develop to where people leave home and go to work in a kibbutz situation for six months of the year and then return to their homes for a six-month non-work period. ●●

●● The idea of geodesic domes covering metropolitan areas may become fact in the next 20 years, as atmospheric pollution and energy-conservation needs increase. ●●



craft in the U.S., all rail transport in the U.S.S.R., and all sea transport in Europe.)

- As technology advances and competition increases, corporations will rely upon "security of knowledge" and monopoly of skills to protect their markets. The days when industries were all located in one town may return, but the ownership of any one industry may become singular, and the "town" will be an integral part of the factory.

Undersea, domed cities possible

- Towns could be designed to contain everything necessary for survival—a place to succor thousands or



hundreds of thousands from birth to death—security increased and the environment tamed by covering the total with a dome. Then the colder areas of the earth become useable, and the deserts could sprout flowers of civilization. Strengthen the dome and there is no reason why the city could not be situated on the ocean bed.

The outcome of the Environetics Futures Group first meeting high in the Sierra Mountains of California is that humanity can be optimistic but only if the powers-that-be stop trying to tell the designers "how" to do their job and begin to ask for the answers to earth's problems. If anyone has the answers—it is the designers. □

PART II: EXPANSION INTO ALLIED SERVICES CAN BE ROAD TO COMPANY GROWTH AND PRODUCTIVE FUTURE

The conclusion of the group exploring the Environetics framework called for the evolution of the organizational structure which would create a cohesive production and marketing establishment to service the Environetics philosophy.

In order to create and maintain such a new company structure, it was suggested that Environetics be set on a development program, one to take it from its present office planning basis to a total environmental design and construction organization.

There was a consensus that the Environetics organization was about to move from an esthetically based commercial organization into a commercial organization with academic as well as fiscal responsibilities.

Need for new divisions

The Environetics organization now offers many allied services, some of which operate as separate divisions or subsidiaries. Those services that now are part of the total can be made to operate independently as separate divisions, which would round off the present market leadership in environmental design. Current and future divisions would include:

1. Management Consultancy. **2.** Psychological Study as applied to environments. **3.** Televisual Communication. **4.** Filing, Paper Flow, Record Retention. **5.** Engineering. **6.** Energy Management. **7.** Security Consultancy. **8.** Word Processing. **9.** Graphic Design. **10.** Building Management Consultancy. **11.** Furniture Design and Manufacture. **12.** Product Design and Manufacture. **13.** Architecturally related structures, such as hotels, hospitals, warehouses, stores, shopping centers, residential designs, and any other. **14.** Computer Service Sales.

"Rapid market changes and the creation, growth, and passing of short-life industries may likely bring about throw-away buildings, particularly where modular components can be recycled to house another occupant."

"Large corporations may soon protect themselves from energy shortages, local taxes, etc., by establishing their own individual cities, where company personnel will work, enjoy their recreation, and be housed totally within the company-owned complex."

Move into allied areas

The group advised that Environetics in the future, in order to maintain a clarity of presentation of its capabilities, should also move into the allied disciplines of:

1. Demographics. **2.** Site Evaluation. **3.** Building Development (including architecture, financing, ownership, leasing, and property management). **4.** Project operation in the Third World. **5.** Commercial Location Consultancy.

The group further saw the need to develop a division dedicated to training experts of the future, where innovative and creative individuals presently in the formative stages of development

would be encouraged to use their abilities to broaden the capabilities and growth of the Environetics philosophy.

They also saw the need to recruit from and work in joint venture with leading experts in all disciplines, which border upon or are contributory to environmental development.

Organizational programs should be developed to allow Environetics worldwide growth within a formulized and cohesive program of marketing, training, and production.

During general discussions of the first few days, it was apparent that within Environetics, as with all design-based operations, there had been separate and rapid development within individual disciplines. If allowed to proceed unchecked, it could bring about a fragmentation within overall policy.

Creativity managed in new ways

Since many of the participants are in daily contact with clients and upfront management, they began to realize that more important than anything within the organization was a need for coordination of information throughout the offices and departments of the company.

They found themselves progressing toward what politically could only be called diplomatic abdication of certain of their needs for the general logic of organization. It was accepted with far less argument than expected that possibly the greatest outcome of the meeting could be the discovery of new ways to *manage* creativity.

In essence, there was agreement that the organization needed to become a cohesive operation rather than a loose federation of associated disciplines.

From a system to a philosophy

In summing up, there was unanimous agreement that Environetics had in the first day of the seminar developed from a system into a philosophy.

It is hard to explain in a written report how the product of 13 imaginations and professional experience can carry at almost breathless speed the excitement of finding oneself in the development of a new approach to design application.

●● Satellite space systems encircling the earth and containing huge cities may be the most imminent future answer to over-population and ecological conservation—with earth turned into a park and residential environments, with factories and offices floating above us in space, with workers serving six-month work periods on a satellite and six months back on earth. ●●

●● We may soon return to old world architectural designs of Europe, with windows facing the sun to make maximum use of light, walls several feet thick to conserve heat in winter, keep building cool in summer. ●●

Complete cities in designer's realm

A comment, for instance, that hydrogen-based fuel systems were being investigated quickly developed into the need to research the application of the Environetics philosophy to domed cities.

A chance remark regarding the political importance of almost autonomous power of multi-national corporations led to the probability of Environetics venturing into the total-package market of creating complete cities in the Third World.

A concern about the rising cost of travel developed into a discussion of the application of computer graphics, whereby a central Environetics production complex would feed by way of word processor, telecommunication, and computer terminal the necessary production capabilities to a project office established in the wastes of Alaska or the deserts of Australia.

What had begun as a commercial conference regarding the future of an industry developed into the discussion of the commitment embraced by the Environetics executives, high in the Sierra Mountains of Southern California, in four short days. □



NATURAL ELEMENTS PROVIDE ENERGY, LIGHTING

Designers Adcock & Stock, Los Angeles, uses sliding doors, skylights, solar glass to cut energy costs for own offices

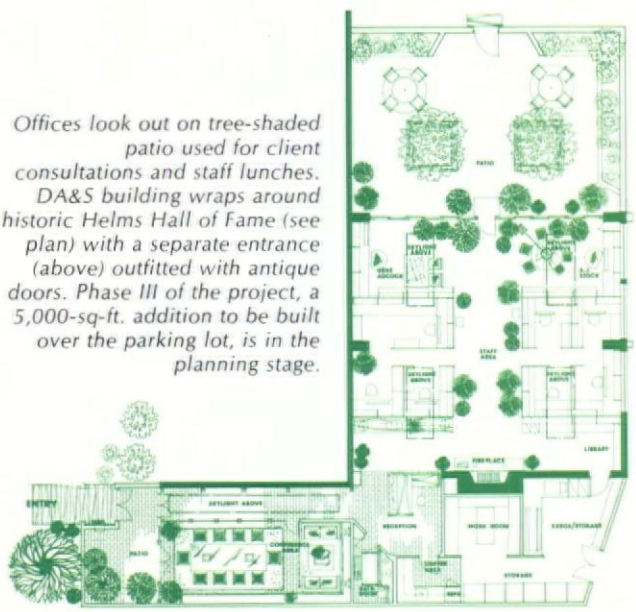


With energy-conservation a high priority consideration, it is reassuring to see small, private firms taking energy-saving measures. The new office of Designers Adcock & Stock, Los Angeles design/planning firm, is one such example. Through the use of skylights, windows and window walls that open, and solar glass, the firm conservatively estimates heating and air-conditioning costs are one-half those of a conventional office.

Two years ago, Gene Adcock, president, and A.J. Stock, executive vice president, purchased the former Helms Hall of Fame, once famous for its athletic functions, for its new offices. The historic building had a very large patio with a steel truss framework covering a fireplace and auditorium benches. At first the design team was perplexed as to how to treat this space. After studying the site, the very openness of the patio appealed to them, and they decided to convert this area to offices, renting out the original building to tenants, with a preference to design-oriented firms. Adcock & Stock's offices were built as an addition, wrapping around the Helms building, with a separate entrance.

Taking advantage of climate for light, ventilation

Skylights were placed throughout the offices to minimize need for overhead lighting. Both skylights and glass windows on the southern and western exposures have solar bronzed reflective glass, cutting down on heat and glare by



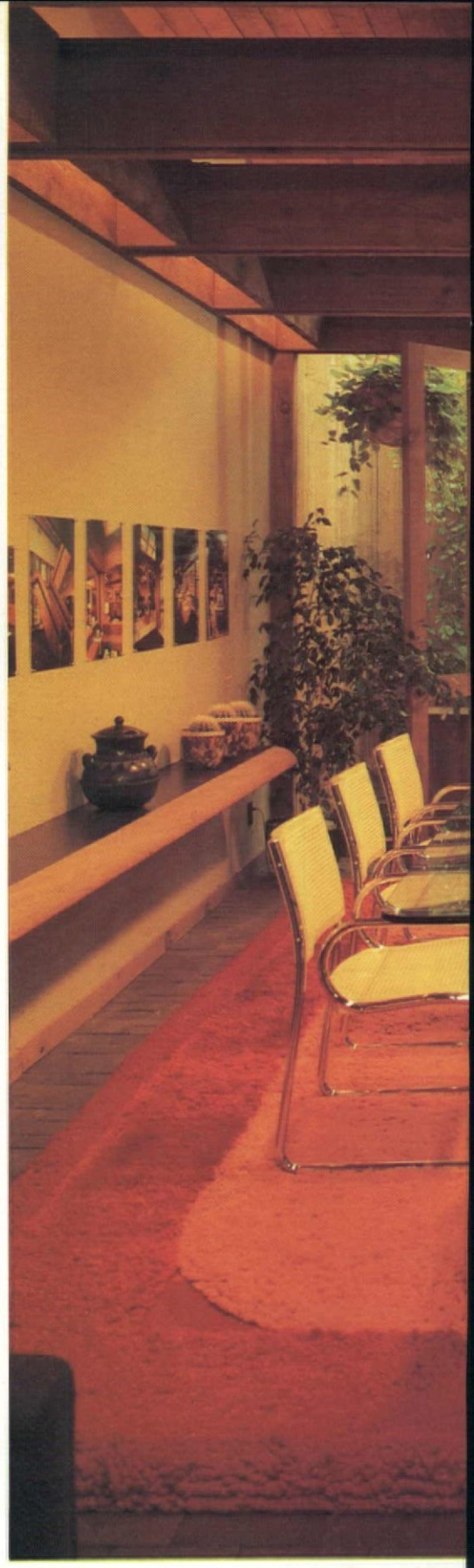
Offices look out on tree-shaded patio used for client consultations and staff lunches. DA&S building wraps around historic Helms Hall of Fame (see plan) with a separate entrance (above) outfitted with antique doors. Phase III of the project, a 5,000-sq-ft. addition to be built over the parking lot, is in the planning stage.



Photos by Merritt Smith







ADCOCK & STOCK OFFICES

Patio serves dual purpose

60 percent. All other glass is solar bronzed to reflect heat. Overhead lights are seldom turned on since natural light is augmented with built-in task lighting providing ample illumination. In addition, sliding doors and windows take advantage of natural ventilation.

"On a conservative estimate, we use one-half the heat or air conditioning of a conventional office. Without the solar glass, we would have needed 30 percent more air conditioning capacity," says Stock.

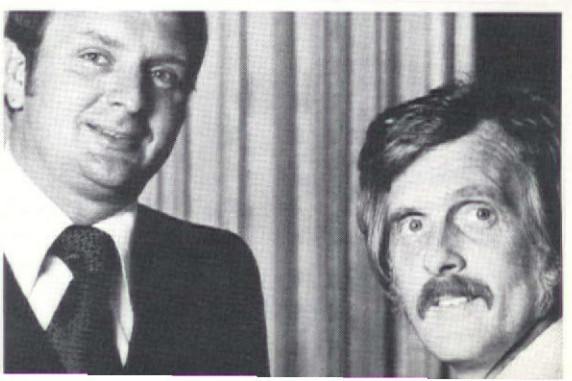
Main offices, which look out on a patio used for client consultations and lunches, are outfitted with Herman Miller's open plan system. Partners Adcock's and Stock's offices open directly onto the patio, yielding two extra conference rooms.

The designers wanted their staffs to be in contact with the outdoors. Open windows and skylights expose wide swaths of sky overhead, bringing an awareness of changing weather. The fireplace, located in the main staff area, is used every day in the winter, not so much for heat as for the cozy feeling and rich smell of burning logs.

The open air atmosphere is emphasized with wood-framed, broad glass vistas to the patio, rug hangings, walls of rough sawn cedar planking, nubby linen textures, and exposed brick from the Helms building. These natural materials mingle with antique doors and chests. Even the bathroom is a retreat with a vaulted ceiling and an antique cabinet. There is a sense of being at home at DA&S, a very satisfactory climate in the fast pace of a business day. □

SOURCES
Seating—Vecta. **Floor coverings**—Stratton. **Open Plan System**—Herman Miller. **Furniture & Umbrellas**—Brown Jordan. **Tapestry**—Tamacani.

The Helms building's original patio and fireplace were enclosed for main office space (acrosspage, top). Both A.J. Stock (left) and Gene Adcock (right) have promoted a one-stop concept of design and merchandising. A storage room was built to stockpile accessories. One of their finds were the ornate antique doors (above) stripped and left with a natural finish. Complementary natural materials abound, from glass top table with cedar columns to linen-covered cork walls and brown brick floor covered with a Mexican rug.



PROPOSED WORKSTATIONS EXPLORE SPECIAL NEEDS OF COMPUTER PROGRAMMER

by **P. ERIC DE VARIS,** Architect, AIA
Illustrations by P. Eric De Varis

A relatively new and growing specialty, the computer programmer requires special equipment and furnishings to function efficiently in today's office



P. Eric De Varis is a graduate architect of the Ecole des Beaux Arts, Paris, France. He is employed by Western Electric Co., Inc., as an architect in the Plant Design and Construction organization. De Varis is a member and past chairman of the Corporate Architects Committee, New York Chapter, AIA.

Most designers know the furniture and furnishings requirements of a secretary, there are so many of them. But what of the computer programmer, who heretofore has been a scarce commodity, if not a strange and unknown one.

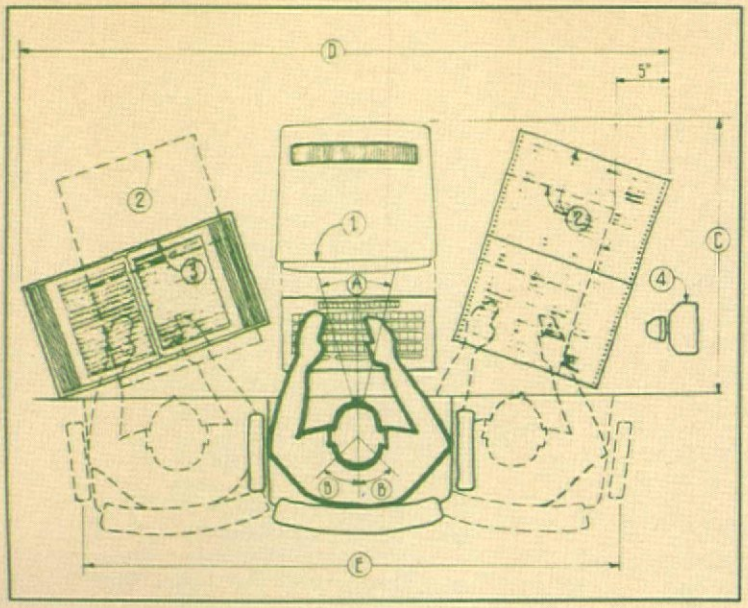
Today, the computer programmer is becoming more and more visible. Tomorrow the programmer will be ubiquitous. In consequence, the space designer had better get to know exactly what the function is of that relatively new light on the office scene. Workstations must be designed to accommodate the function and special needs of this increasingly important office worker.

Several proposed solutions to the design problem posed by those special needs are explored in this article. Some merely satisfy the very basic needs of the programmer, as we know them today. Another responds to the future needs of the programmer's workstation as perceived by some experts in the field.

Since electronic data processing (EDP) is a fast moving science, tremendous changes are occurring in the computer programmer's workstation. The need, therefore, is for workstation design that reflects flexibility in space and furnishings.

Need for different furnishings

Most corporations employing programmers provide them with the same workstation area and furniture provided for other employees. This has proved to be very inefficient use of space and equipment, since much of the standard office furniture, such as letter or legal size file drawers, is useless and quite often cumbersome to the computer programmer. For example, the position of a CRT on a standard height desk brings the keyboard to a level that forces the programmer to rest elbows on the desk and slouch forward in order to punch the keys, thus causing spine fatigue. Provided here are several suggestions to solution of the problem, including: an examination of the computer programmer's operations at his workstation, the tools he uses, his storage needs, and the amenities necessary for the smooth performance of his job. □

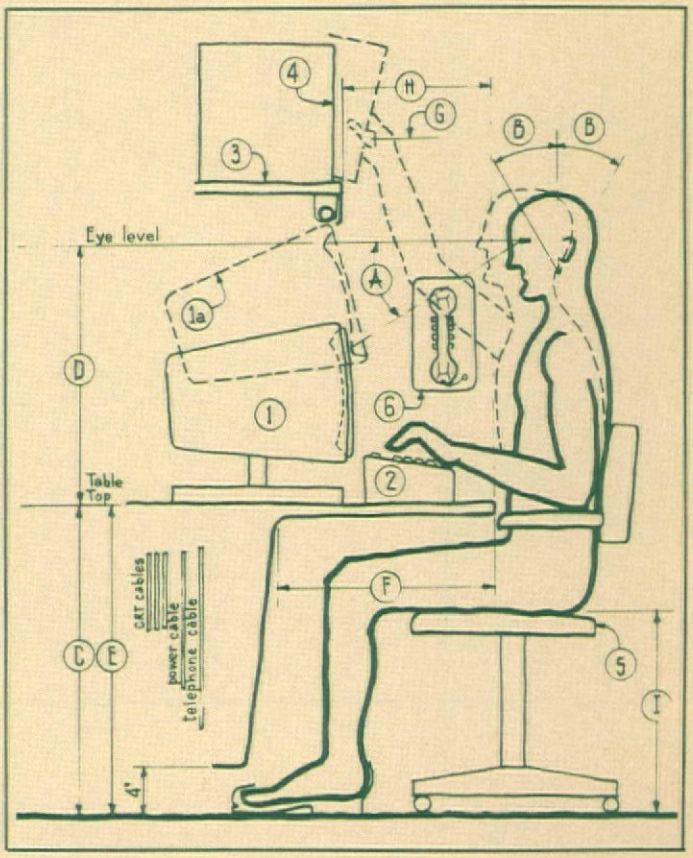


◄ FIGURE 1

Figure 1 shows programmer in front of most important work tools: CRT, telephone, manual of instruction, and computer printouts. All four are used simultaneously 80% of time. Programmer spends 50-60% of time on average in this position. (1) Keyboard and Display Tube. (2) Computer printout sheets: 11-15-in. and 8½ × 11-in. Open, as shown: 22 × 15-in. and 17 × 11-in. (3) Instructions manual, up to 1½ × 25-in. (4) Wall-mounted telephone with long, retractable cord. **Dimensions:** (A) Easy display reading radius: 30° & Distance: 14-in. (B) Easy head movement 45° either side. (C) Max. dept required 30-in. (D) Max. width required 66-in. (E) Freedom of movement from one side to other requires obstruction-free knee well 16-in. deep, 60-in. long, 30-in. on either side of CRT. Area: work-top surface needed: 13¾ sq. ft. Note: Cluster Controller in some models needed for every four CRTs—24-in. W × 24-in. D × 26-in. H.

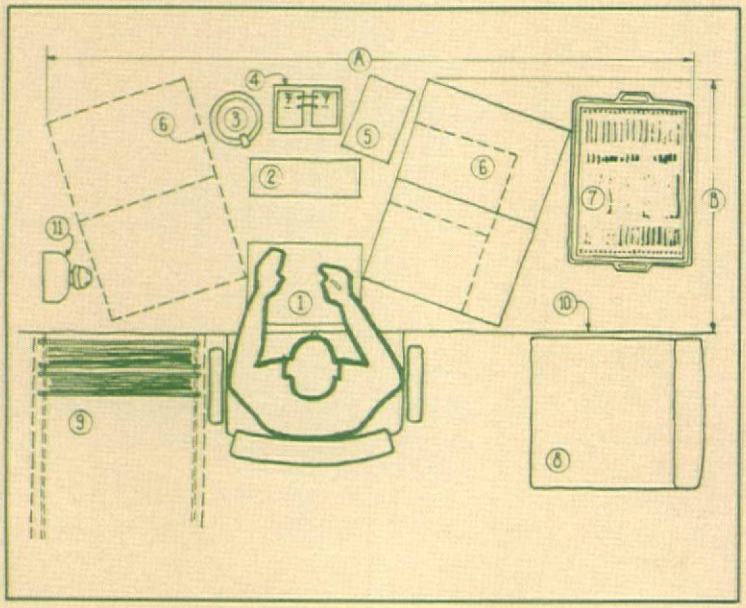
FIGURE 2 ►

Figure 2 shows programmer in front of CRT with ideal condition suggestions for efficient layout, smoother operation of work, and body position that will not tire operator after first two hours of work. (1) Display tube at desk top position. (1a) Adjustable tilt and height would offer better viewing angle, more restful sitting position. Veiling reflections are problem in either position. (2) Keyboard 25-in. from floor (typewriter height) instead of 29-in. Some CRTs are one piece display tube and keyboard, Calling for split top where keyboard may be lowered and tube raised at will. (3) Over-the-desk shelf for binder storage casts shadow on work surface. Four-ft. lamp with shield should provide task light. (4) Instruction manuals 11½-in. H × 11-in. W. (5) Swivel tilt-back armchair, on casters. (6) Wall mounted telephone with retractable cord. **Dimensions:** (A) Optimum viewing zone: 30°. (B) Easy head movement 30° either side. (C) Table top adjustable to needs: 20½ to 26½-in. (D) Eye level to table top varies: 16½ × 18½-in. (E) Leg clearance adjustable 24 × 25½-in. (F) Knee Well 16-in. minimum. (G) High reach to floor: 54-in. (H) High reach depth (to edge of table): 12-in. (I) Seat height adjustable.

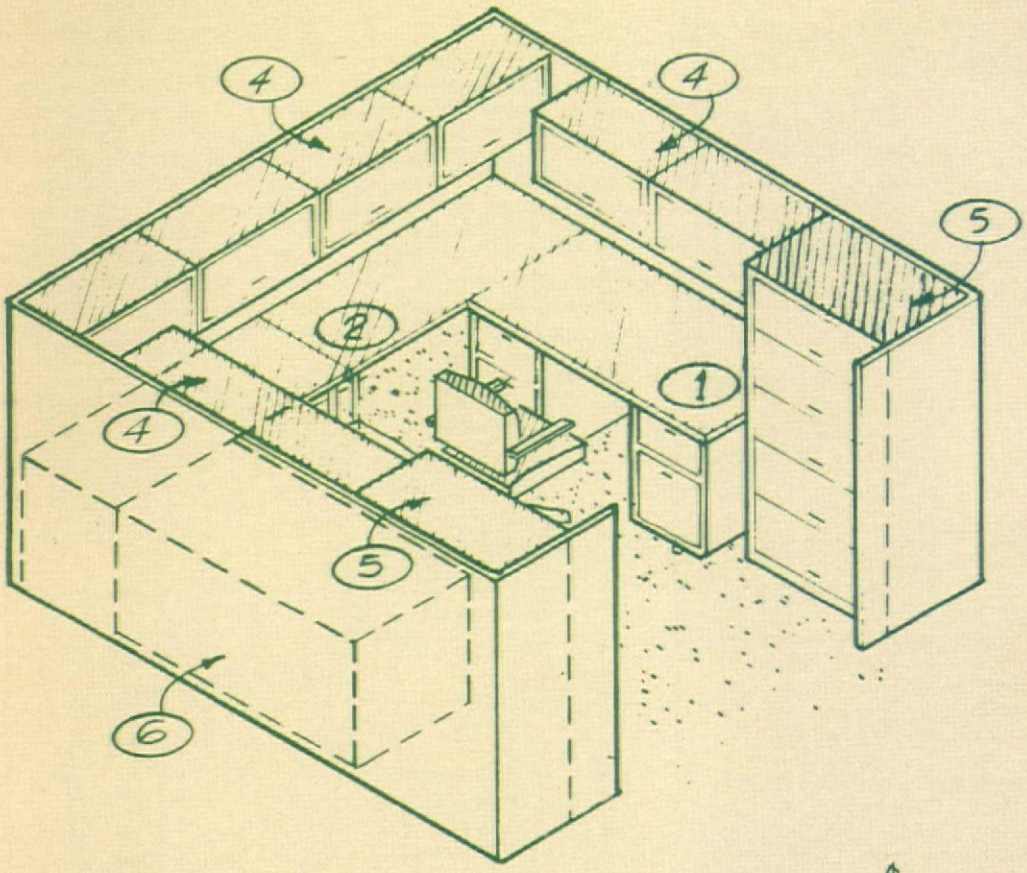


◄ FIGURE 3

Figure 3 shows programmer at desk, second important work surface, used 30 to 40% of time. Functions: telephone use, notes, coding sheets in conjunction with computer printouts, storage of working tools and personal belongings, confer with fellow programmers. (1) Coding sheets pad 8½ × 13½-in. (2) Pencil tray. (3) Ashtray. (4) Calendar. (5) Telephone directory. (6) Computer printout sheets 11 × 15-in. or 8½ × 11-in. in open position. (7) Stackable "in-out" trays to receive folded printout sheets. (8) Visitor's chair. (9) Binders for printouts, stored laterally for easy access, at arm's reach. Avg. storage needs vary from 25 to 50 lin. ft., including over-desk shelves. Storage is for 11-in. × 15-in. printouts (possibly 8½ × 11-in. binders. (10) Desk with pencil drawer. (11) Wall mounted telephone with retractable cord. (12) 12-in. W × 21-in. D wardrobe (not shown, but needed nearby). (13) A 9 × 17-in. rectangular waste paper basket needed (not shown). **Dimensions:** (A) Max. width needed: 72-in. (B) Max. depth needed: 27-in. Area: Work top surface needed: 13.5 sq. ft.



SOLUTION A



One of the possible workplace configurations using standard pedestal desks and reference tables is suggested here. The solution illustrates the inefficiency of using standard furniture for the computer programmer's workstations. Total work top surface: 22.5 sq. ft. Binder and Printout Storage: 20 lin. ft. Storage for other than binder and printouts: 5.64 cu. ft.

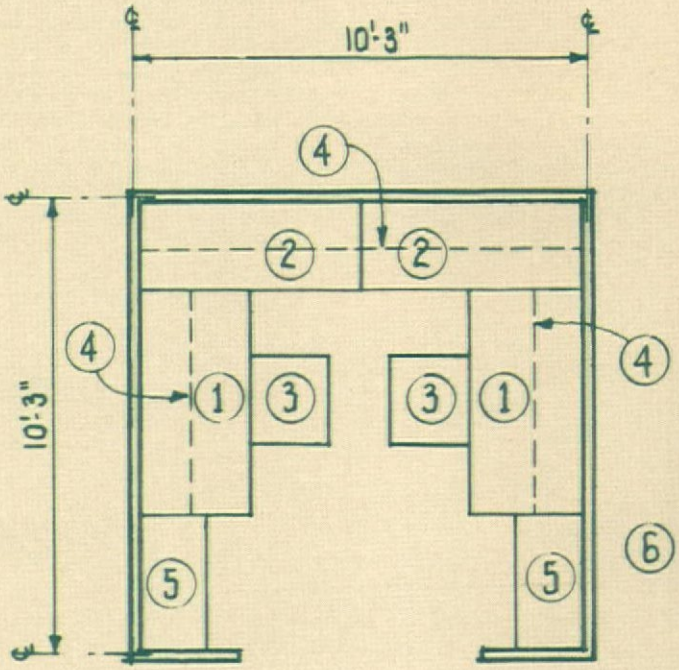
ADVANTAGES: Minimum use of floor space (52 sq. ft. per person).

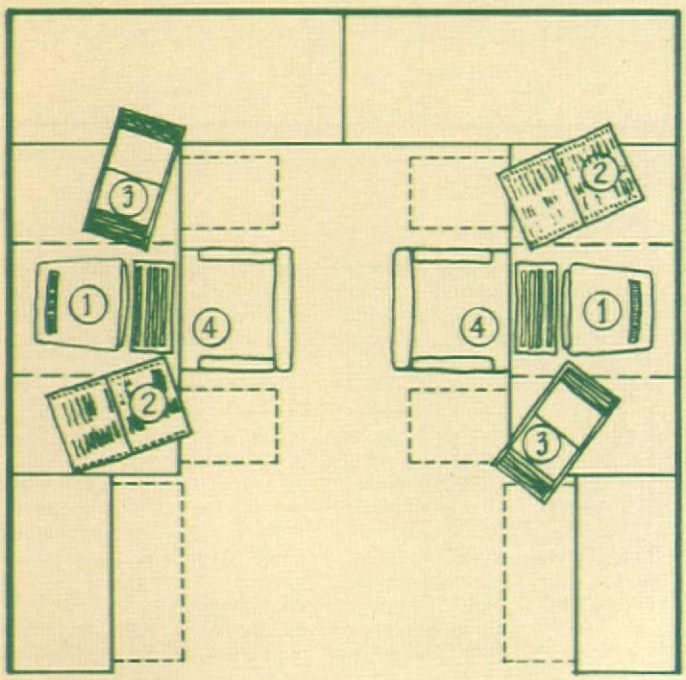
DISADVANTAGES:

(a) No room for visitor's chair. (b) No room for a wardrobe. (c) Limited space between desks (5-ft.) limiting mobility of chairs, crowded feeling. (d) Five-compartment-high lateral files do not permit vertical storage of binders and printouts. Horizontal storage limits access, inefficient space use. (e) Flip-top doors of corner shelf above reference table inoperable due to crowding of shelf across. (f) Continuity of knee well interrupted by drawer pedestal of desk. (g) Only available space for wastebasket is in knee well. (h) Uncomfortable keyboard height.

KEY:▲

(1) Desk 30 × 60-in. Double Pedestal. (2) Reference Table 24 × 60-in. (3) Swivel tilt-back arm chair on casters. (4) Over-the-desk shelf with flip-top retractable door (total: 20 lin. ft.) (5) Lateral files 5-compartments high, 3-ft. wide (each: 15 lin. ft.) (6) 64-in.-high free-standing acoustical partitions 30-in. wide (14 required).

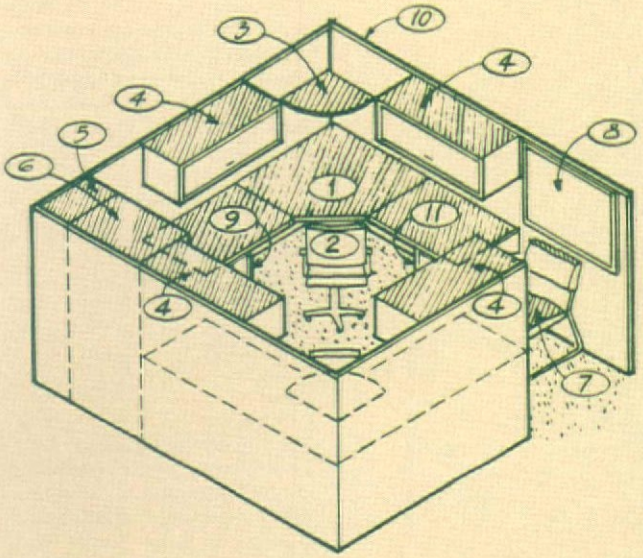




◄KEY:

(1) Display tube & keyboard. (2) Computer printout sheets. (3) Instruction manual. (4) Armchair.

SOLUTION B

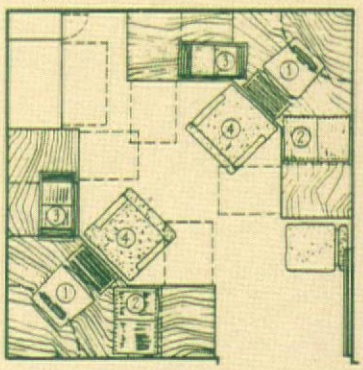


KEY:
(1) Work surface has adjustable height. (2) Swivel tilt-back arm-chair on casters has adjustable height. (3) Open shelf (each 2 lin. ft.). (4) Over desk shelf with flip-top retractable door (each 47-in. long with 36-in. lamp under). (5) Wardrobe. (6) Lateral File 4½ compartments high, 2-ft. 6-in. wide (each 11 lin. ft.). (7) Visitor's chair. (8) Blackboard. (9) Under desk roll-out files. Free-standing 64-in. high partitions. (11) Desk-hung pedestal with three drawers.

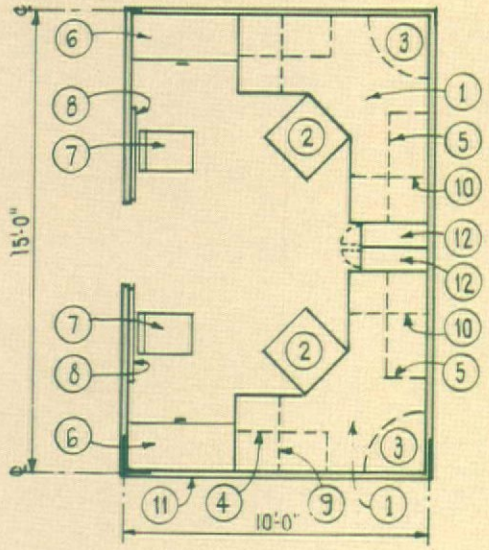
This assumes that all furniture will be hung from partitions. The system shall be flexible enough to accommodate cubicle configuration shown. Mobile files are located underneath. Total work top surface 22¼ sq. ft. Binder and printout storage: 17.5 lin. ft. Other than binders and printout storage: 2.4 cu. ft.

ADVANTAGES:
(a) Minimum use of floor space (50 sq. ft. per person). (b) Meets many requirements described in Figures 1 and 2. (c) Efficient use of floor space.

DISADVANTAGES:
(a) Only one visitor's chair for two programmers. (b) Only one blackboard. (c) Clearance between visitor's chair and desk at entrance is very tight (2 ft.). Passage of wheelchair is impossible. Seated visitor makes passage impossible. (d) When under-desk mobile files are pulled out, circulation in cubicle is impossible. (e) Wastebasket under reference table limits knee well.



KEY:
(1) Display tube & keyboard. (2) Computer printout sheets. (3) Instruction manual. (4) Armchair.

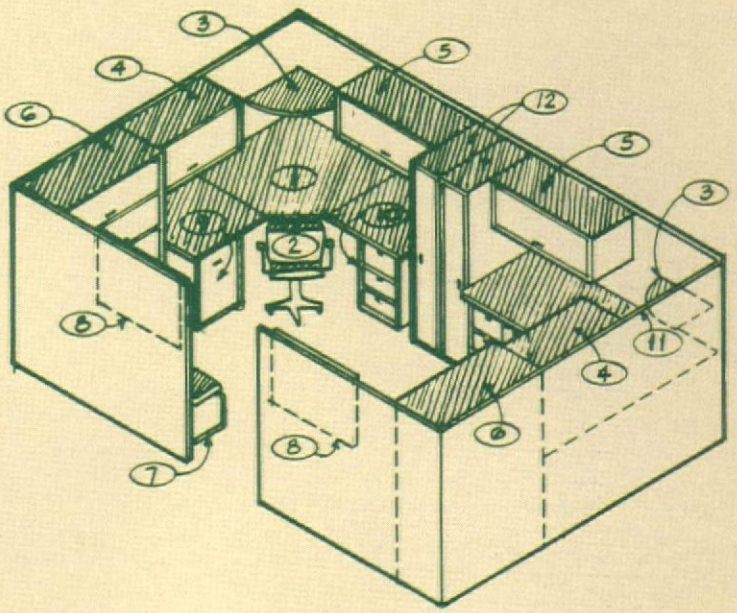


KEY:
(1) Adjustable height work surface. (2) Swivel tilt-back arm chair on casters (adjustable height). (3) Open shelf (each 2 lin. ft.). (4) Over-the-desk shelf with flip-top retractable door (each 36-in. long) with 24-in. lamp under. (5) Over desk shelf with flip-top retractable door (each 42-in. long) with 36-in. lamp under. (6) Lateral file 4½ compartments high, 36-in. wide (16 lin. ft.). (7) Visitor's chair. (8) Blackboard. (9) Under desk roll-out files (each 2 lin. ft.). (10) Three drawer desk pedestal (each 2.4 cu. ft.). (11) Free-standing acoustical partition, 64-in. (12) Wardrobe.

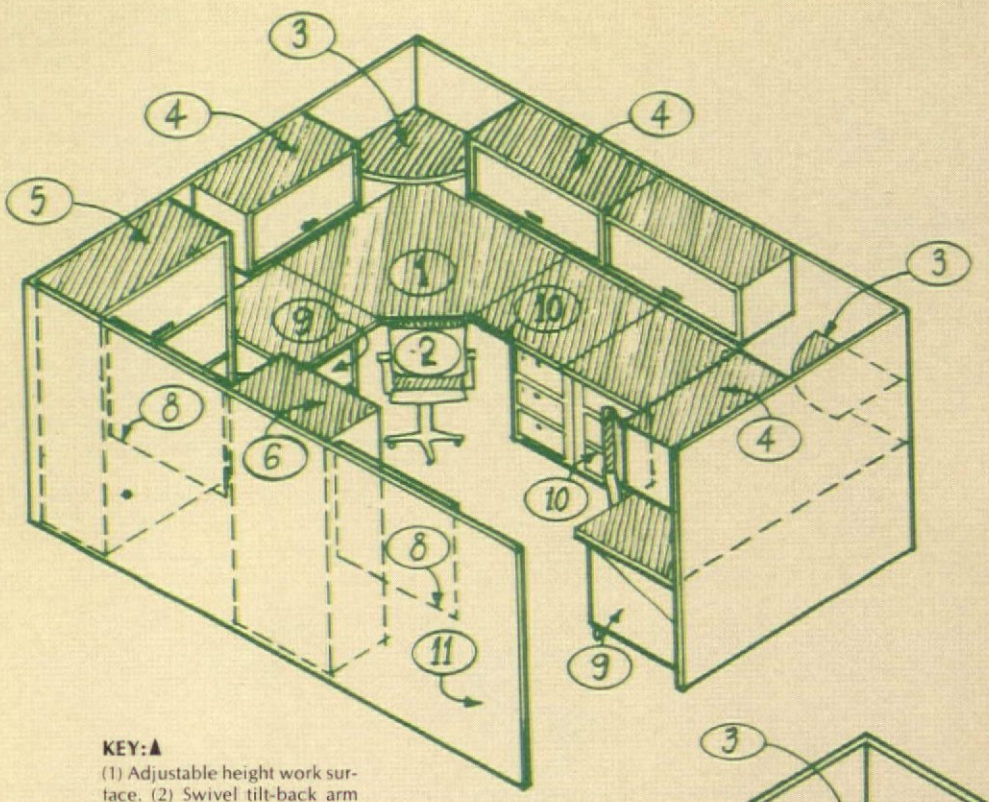
All furniture, except lateral files and chairs, will be hung from partitions. System shall be flexible enough to accommodate configuration of a cubicle.
Total work surface: 26.75 sq. ft. Binder and printout storage: 24.5 lin. ft. Storage other than for binders and printouts: 2.4 cu. ft.

ADVANTAGES:
(a) Minimum use of floor space (75 sq. ft. per person). (b) Sense of dedicated individual space for each programmer. (c) Provisions for wardrobes. (d) Feeling of spaciousness created by 24 sq. ft. circulation space in middle. (e) Appropriate location of wardrobes: facing entrance; physical separation of two workstations.

DISADVANTAGES:
(a) Minimum binder and printout storage. (b) No room for desk arrangement. (c) Only space available for wastebasket is in knee well of desk shown.



SOLUTION D

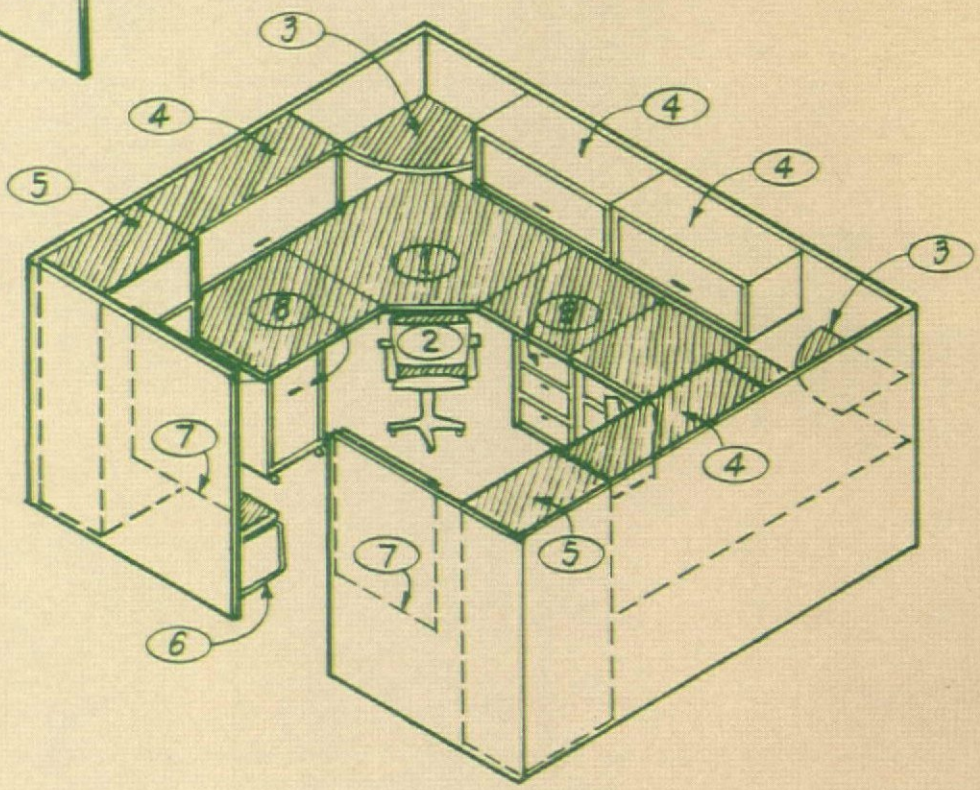


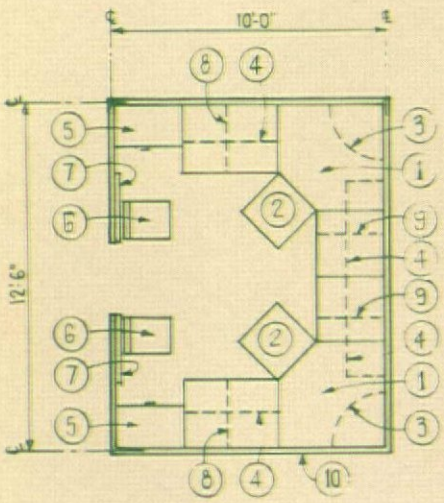
All furniture, except lateral files and chairs, will be hung from partitions. The system will be flexible enough to accommodate a cubicle configuration. Total work surface: 25.81 sq. ft. Binder and printout storage: 23 lin. ft. Storage other than for binders and printouts: 2.4 cu. ft.

ADVANTAGES:
Minimum use of floor space (62.5 sq. ft. per person).

DISADVANTAGES:
(a) Very limited binder and printout storage. (b) Clearance between visitor's chair and desk at entrance is very tight (2-ft. 3-in. clear). Passage is difficult when visitor is seated. (c) When under desk files are pulled out or when drawer from desk pedestal is open, programmer is not able to pull chair and sit in front of CRT. (d) Two lateral files not of equal size. One programmer will have smaller file. (e) Only space for wastebasket is in knee well. (f) No room for wardrobe.

KEY:▲
(1) Adjustable height work surface. (2) Swivel tilt-back arm chair on casters (adjustable height). (3) Open shelf (each 2 lin. ft.). (4) Over desk shelf with flip-top retractable door (each 36-in. long) with 24-in. lamp under. (5) Lateral file 4½ compartment high, 3-ft. 6-in. wide (16 lin. ft.). (6) Lateral file 4½ compartments high, 2-ft. 6-in. wide (11 lin. ft.). (7) Visitor's chair. (8) Blackboard. (9) Under the desk roll-out files (each 2 lin. ft.). (10) Three-drawer desk pedestal (each 2.6 cu. ft.). (11) Free standing acoustical partitions, 64-in. high.





◄▲ **KEY:**
(1) Adjustable height work surface. (2) Swivel tilt-back armchair on casters, adjustable height. (3) Open shelf (each 2 lin. ft.) (4) Over desk shelf with flip-top retractable door (each 42-in. long) with 36-in. lamp under. (5) Lateral file 4½ compartments high, 2-ft. 6-in. wide (each 11 lin. ft.) (6) Visitor's chair. (7) Blackboard. (8) Under desk roll-out files (each 2 lin. ft.). (9) Three drawer desk pedestal (each 2.6 cu. ft.). (10) Free standing 64-in. high acoustical partitions.

SOLUTION E

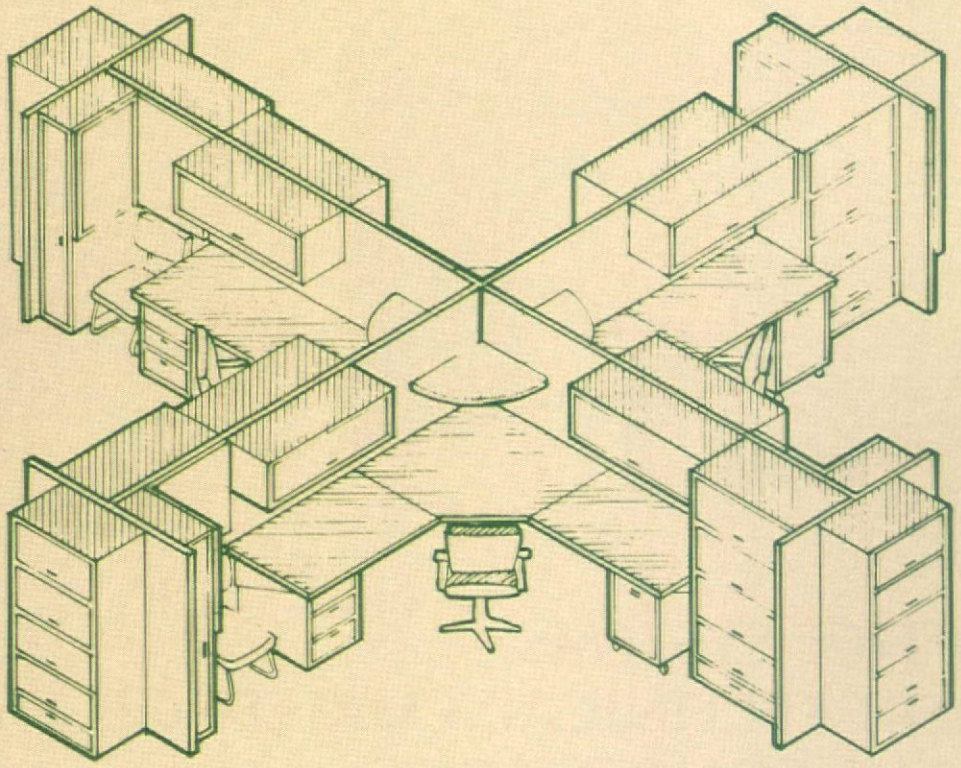
All furniture, except lateral files and chairs, hung from partitions. The system will be flexible enough to accommodate configuration of a workstation.
Total work surface: 34.87 sq. ft. Binder and printout storage: 35 lin. ft. Storage other than for printouts and binders: 2.4 cu. ft.

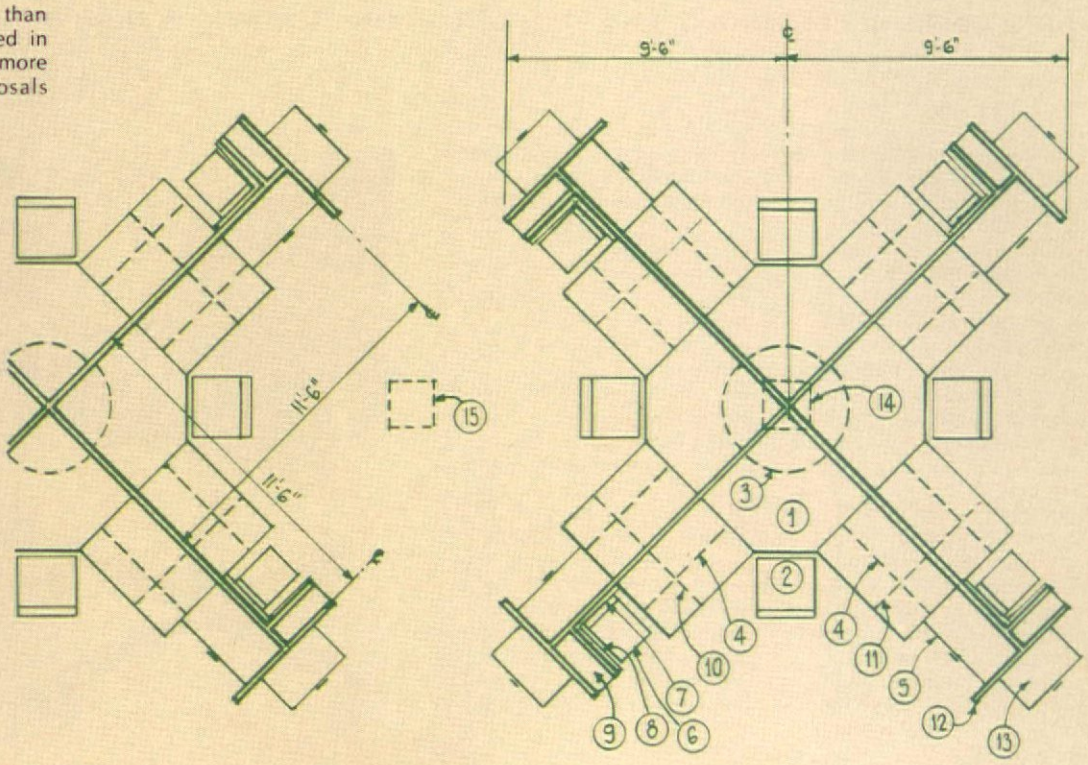
ADVANTAGES:

(a) Adequate use of floor space (85 to 95 sq. ft. per person). (b) Provides all minimum requirements for space and storage. (c) Arrangement of all furniture and accessories is along only two walls, converging into one focal point: the CRT. This allows programmer to concentrate without visual distractions on either side, yet permits turning around to relax eyes by focusing at a further distance. (d) Arrangement allows for freer floor layout compared to enclosed cubicle. Allows planner to use space imaginatively by spotting work tables, files, planters, and conference areas where needed. (e) Pinwheel arrangement offers individuality in work station, yet allows two person work team where needed. (f) Work surface allows room for additional use of microfiche viewer or second CRT. (g) Large knee well allows for uncrowded location of waste paper basket.

DISADVANTAGES:

(a) Uses more floor space than any other solution suggested in this article. (b) Solution is more costly than other proposals shown here.



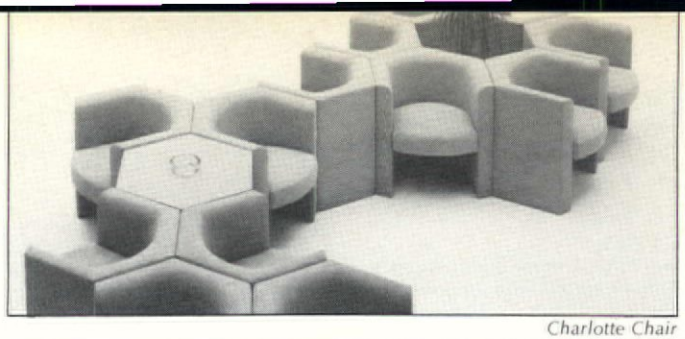


KEY:

(1) Adjustable height work surface. (2) Swivel tilt-back arm chair on casters, adjustable height. (3) Open shelf (each 2 lin. ft.). (4) Over desk shelf with flip-top retractable door (each 27-in. long), with 36-in. lamp under. (5) Lateral file 4½ compartments high, 3-ft. wide (13.5 lin. ft.). (6) Visitor's chair. (7) Tackboard. (8) Blackboard. (9) Wardrobe. (10) Three-drawer desk pedestal (2.4 cu. ft.). (11) Under desk roll-out file (2 lin. ft.). (12) Free-standing acoustical partition, 64-in. high. (13) Lateral file 4½ compartments high, 2-ft. 6-in. wide (11 lin. ft.). (14) Possible location of building column or cluster controller. (15) Alternate possible location of building column.



Howe



Charlotte Chair



Hauserman

OFFICE SYSTEMS MEET TECHNICAL CHALLENGE OF AUTOMATED '80S

Components accept broad spectrum of communications equipment

Series 200 Rectangular Tables by **Howe** *have self-supporting chassis of 1½-in. square, 20-gauge tubular steel legs riveted to pair of full-length, heavy angle-iron rails. Steel elbow braces are riveted to leg at one end and rail at the other.* **Circle No. 200.**

Origin Series from **Charlotte Chair** *has matching or contrasting tables and half-tables. Planter tops are available.* **Circle No. 207.**

Hauserman *Design Option 3 components comprise coordinated system of space dividing panels; work surfaces: storage modules; lighting, electrical and communications distribution elements; and accessories. Updated panel system is prewired for energy distribution and management.* **Circle No. 202.**

Twelve colors or bright chrome can be selected for the eight models of posture back chairs and stools from **Kinetics** **Circle No. 237.**

Modular acoustical panels by **Rose** *are securely fastened to one another with concealed connector without use of an intermediate post, or as free-standing panels with chrome or matte black feet.* **Circle No. 204.**

Litton Business Furniture seating system by **Cole,** *designed by Jerome Caruso, consists of 15 models. Each chair has five separate physical adjustments and 5-pronged base in choice of six colors.* **Circle No. 201.**

Brickel's *U Settee was designed by Ward Bennett for use in small areas. Settee has 60-inch width, 23¼-inch height, 29-inch depth, and 16½-inch seat height.* **Circle No. 208.**



Kinetics

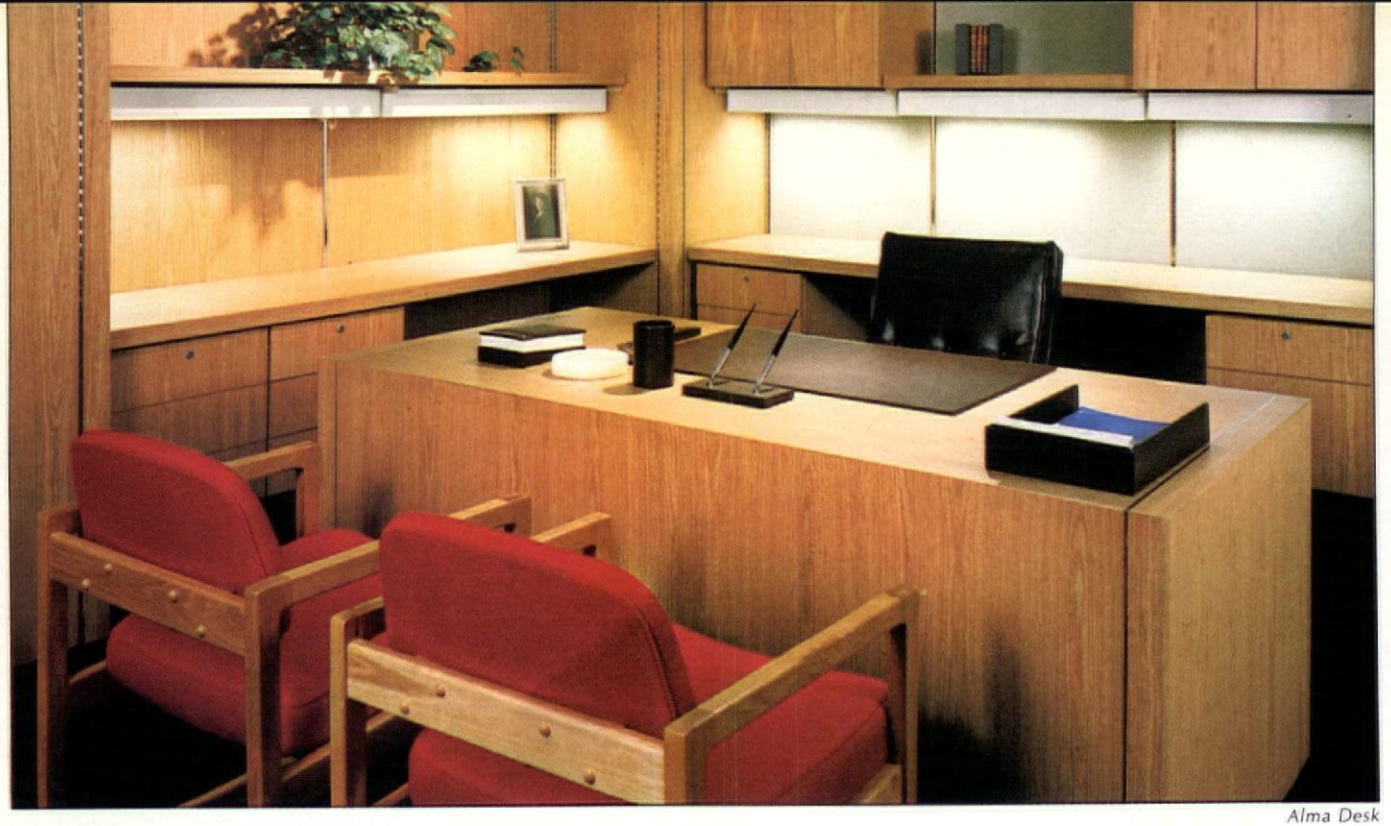
Rose



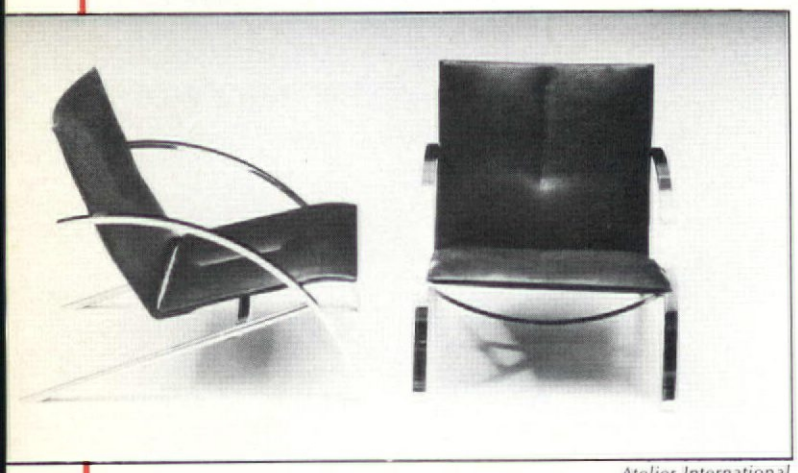
Cole

Brickel





Alma Desk



Atelier International



Knoll

OFFICE FURNITURE

Sculptured edges form unbroken line

Ad System by **Alma Desk** *includes acoustical panels in various sizes, task and ambient lighting, storage units, desks, cabinets, and credenzas.* **Circle No. 209.**

Designed by Paul Tuttle for **Atelier International,** *the Arch chair is formed by chrome steel frame from which low-slung seat is suspended. Slim, padded chair seat is of steel reinforced polyurethane. Seat is available in two kinds of leather; Douglas, a matte, natural-grained leather achieved by aniline dying during the tanning process; and Nairobi, a highly textured, aniline-dyed, dark brown or black leather.* **Circle No. 210.**

Management seating, designed by Niels Diffrient for **Knoll,** *features work-contoured seat and back, foam arms and base. Fingertip adjustable gas mechanism powers chair up and down in a 3-in. range.* **Circle No. 211.**

Profile 80 modular office system from **Mode Corp.** *was designed to save floor space and provide an efficient working environment.* **Circle No. 228.**

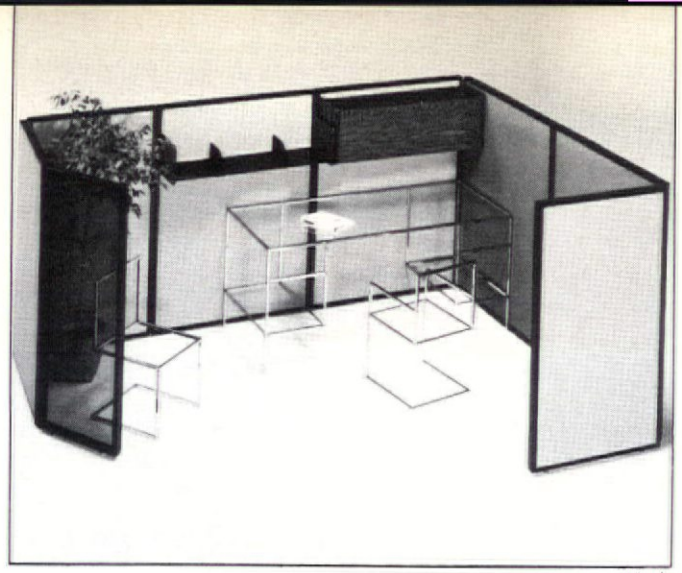
Bentwood lounge furniture, designed by Harley Edward Luyk for **Mueller,** *includes benches with leg or sled base. Lengths vary from 48 to 96 inches. Benches and matching chairs, sofas, and tables are available in three oak finishes, as well as walnut.* **Circle No. 216.**

Credenzas in T-3 desk system by **Hardwood House** *are offered in conventional, fixed storage as well as movable pedestal concept (shown). Movable pedestals are finished on all sides and have recessed finger pulls on both sides of drawer front.* **Circle No. 213.**

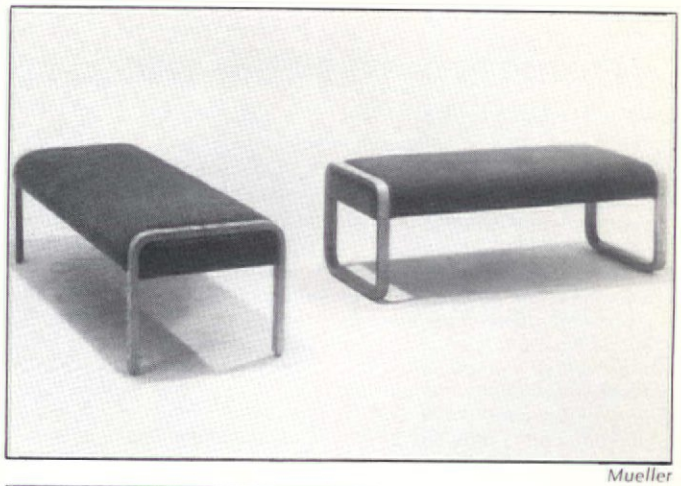
Strips sheep chairs were designed by Cini Boeri with Laura Grizotti for **Beylerian.** *Upholstered armchairs have black steel legs with removable covers of expanded polyurethane foam.* **Circle No. 229.**

Rosemount *Private Spaces panels are interchangeable, and components are completely adjustable to meet individual needs.* **Circle No. 217.**

Stewart Series by **Interiors International Limited** *is particularly suited to middle management and conference area application. Laminated hardwood veneers are used for shell which is covered with two densities of foam rubber.* **Circle No. 266.**



Mode



Mueller



Hardwood House



Beylerian



Rosemount

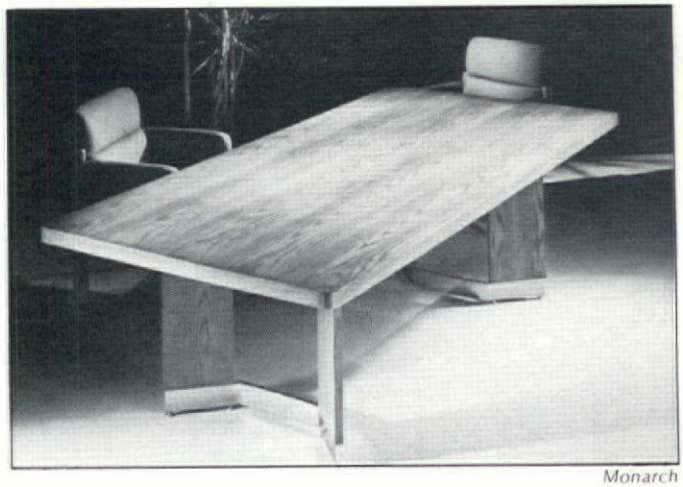


Interiors International Ltd.

OFFICE FURNITURE

Varied components add versatility to modular seating

Monarch *Circa 90 Executive Series incorporates oak with matched oak veneers in autumn or dark oak finish. Designer Carlos Lopez-Benitez emphasizes rounded corners and mirror chrome or antique bronze bases.* **Circle No. 226.**
Laurel office seating system by **Haskell** *includes swivel, guest, high-or low-back chairs, with or without arms.* **Circle No. 214.**
Handle stacking chair, designed by O. J. Holohan for **Gunlocke,** *has leather wrapping on back and arms of frame. Bent plywood frame is laminated with oak veneer.* **Circle No. 205.**
Wide variety of components enables Tappo Seating System to be used in straight line, circular and serpentine arrangements. Designed by John Mascheroni for **Vecta,** *system has 18-in. seat height.* **Circle No. 221.**
Alky modular seating was designed by Gian Carlo Piretti for **Castelli.** *Injected polyurethane foam is bonded to steel frame and covered in fabric. Alky can be placed individually, in a cornered formation or anchored side-by-side.* **Circle No. 222.**
Style 3710 contemporary spindle arm chair by **Shelby Williams** *is based on Josef Hofmann design circa 1893. Chair has foam padded spring seat and all bentwood construction.* **Circle No. 223.**
All-Steel *8000 Series power panels provide two 20-amp, 125-volt circuits which are made operational by panel power assembly located in base. Unit taps power input from floor or ceiling sources, serves as power input source for ambient lighting, and is capable of accepting up to four double outlet receptacles per panel.* **Circle No. 219.**
Sunar *Race System, designed by Douglas Ball, combines multiple functions of large open space with privacy of panel system. Electrical and communications wiring is contained in long lengths of horizontal beam at work surface height. Work surfaces and components can be attached anywhere along length of beam. System was winner of IBD Gold Medallion for Special Equipment.* **Circle No. 203.**



Monarch



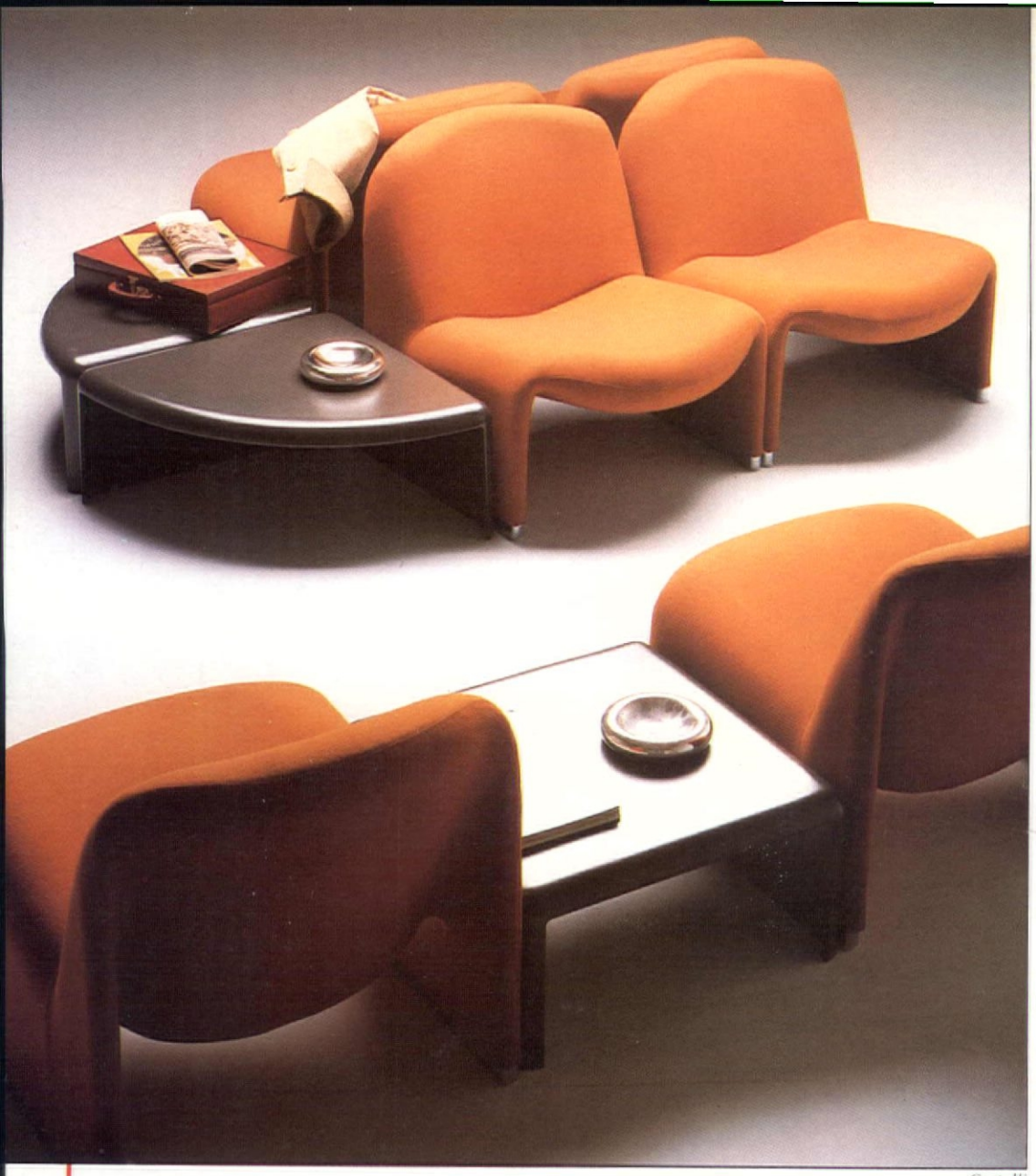
Haskell



Gunlocke



Vecta

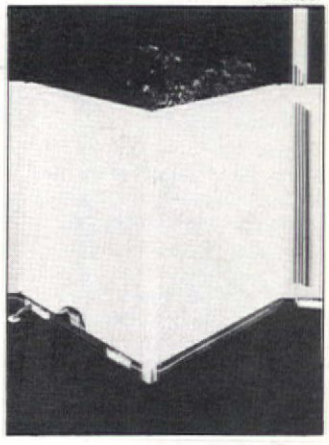


Castelli

Shelby Williams

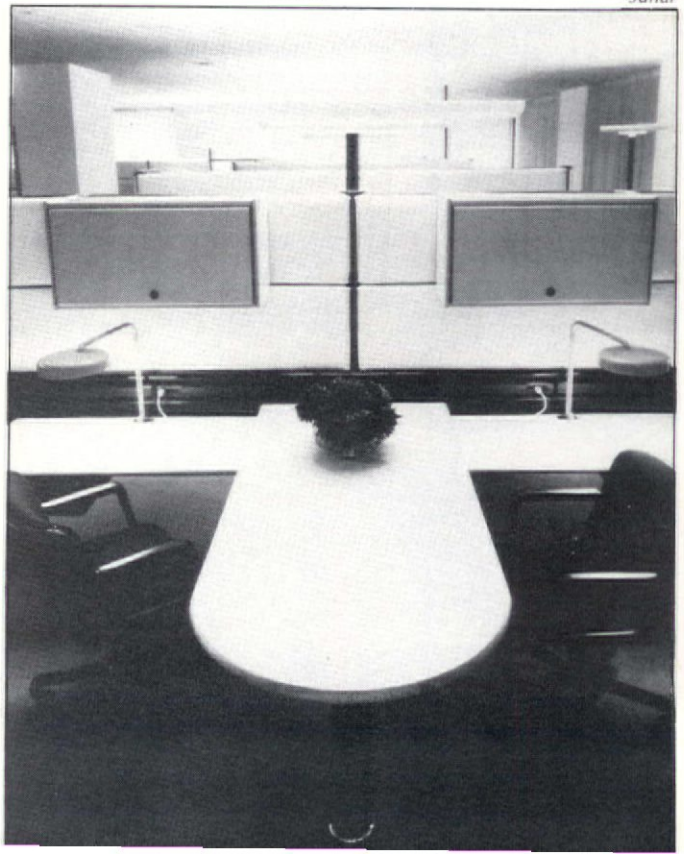


All-Steel



Sunar





OFFICE FURNITURE

Connector systems enable easy relocation

Vertical Space System by **Panel Concepts**, *has integrated electrical systems to handle power and communication needs. Standard slotting accommodates modular furniture components.* **Circle No. 227.**

50 Series table desk by **Roffman** *incorporates two drawers in stainless steel bullnose. Series includes same design with double pedestals, modesty panels, and credenzas.* **Circle No. 267.**

Executive, clerical and secretarial seating series by **Davis** *is scaled for open plan, private office, and conference areas. Chairs have molded ply frames and polyfoam cushioning.* **Circle No. 230.**

Shaw-Walker's *Tempo 3 open office system is engineered for sound control and offers furniture integrated task-ambient lighting, built-in prewired electrical raceways, rigid panel connections, and wall-hung components for storage, reference, and filing needs.* **Circle No. 236.**

McLean Series was designed by Kuyper, Adamson, Norton Ltd. for **Croydon Furniture Systems.** *Desk and credenza were judged chosen as an outstanding entry by jury at Neodesign 80.* **Circle No. 232.**

Sofa and companion chair by **Marden** *are upholstered in plush fabric, and have polished wood base. Two-seater sofa is also available.* **Circle No. 235.**

Koch + Lowy *Eyeshade floor lamp adjusts to stand 34 to 48 inches tall. Soft-finished, perforated black shade is available with white or green translucent end panels.* **Circle No. 206.**

Personal Chair was designed by Robert Whalen for **Lehigh-Leopold.** *Molded polyurethane seats and backs have hardwood core. Chairs are available with or without cast aluminum arms in matte black finish.* **Circle No. 247.**

8700/880 Series office furniture by **Myrtle** *is solid walnut blended with select walnut veneers in hand-rubbed oil finish. All desks and service units in series offer off-the-floor panel.* **Circle No. 238.**

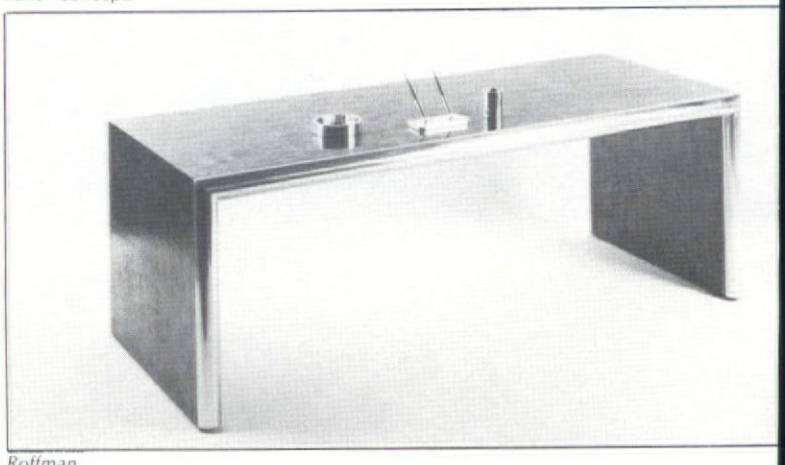
Solid elm wood side and arm chair, designed by Robert DeFuccio for **Thonet,** *has fingerjointed seat frame. Back leg is solid elm, steam bent to shape. Seat is available in natural cane or as an upholstered unit.* **Circle No. 234.**

Mark I Oak Chair Series, designed by Louis E. Mark for **Harter,** *consists of seven models of sled base, swivel tilt, arm and armless chairs.* **Circle No. 244.**

Double-pedestal desk is from **Baker's** *new 18th century mahogany executive office collection. For complete versatility, the elegant collection offers tables, credenzas, bookcase units, and chairs.* **Circle No. 239.**



Panel Concepts



Roffman



Davis



Shaw-Walker



Croydon



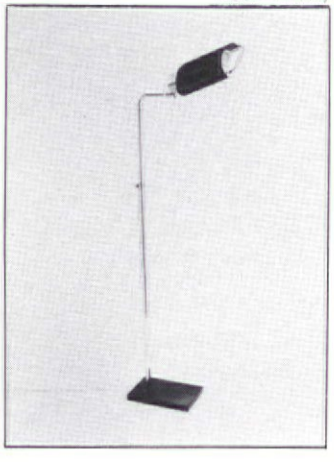
Thonet



Marden

Koch + Lowy

Lehigh-Leopold



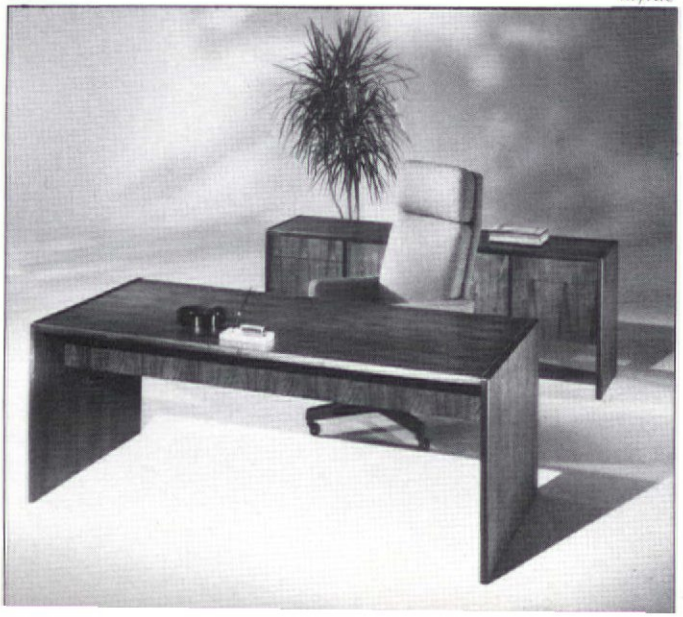


Myrtle



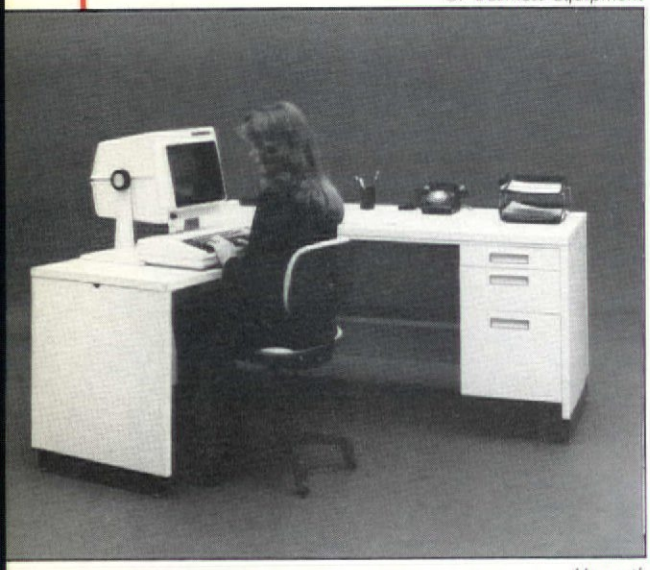
Harter

Baker

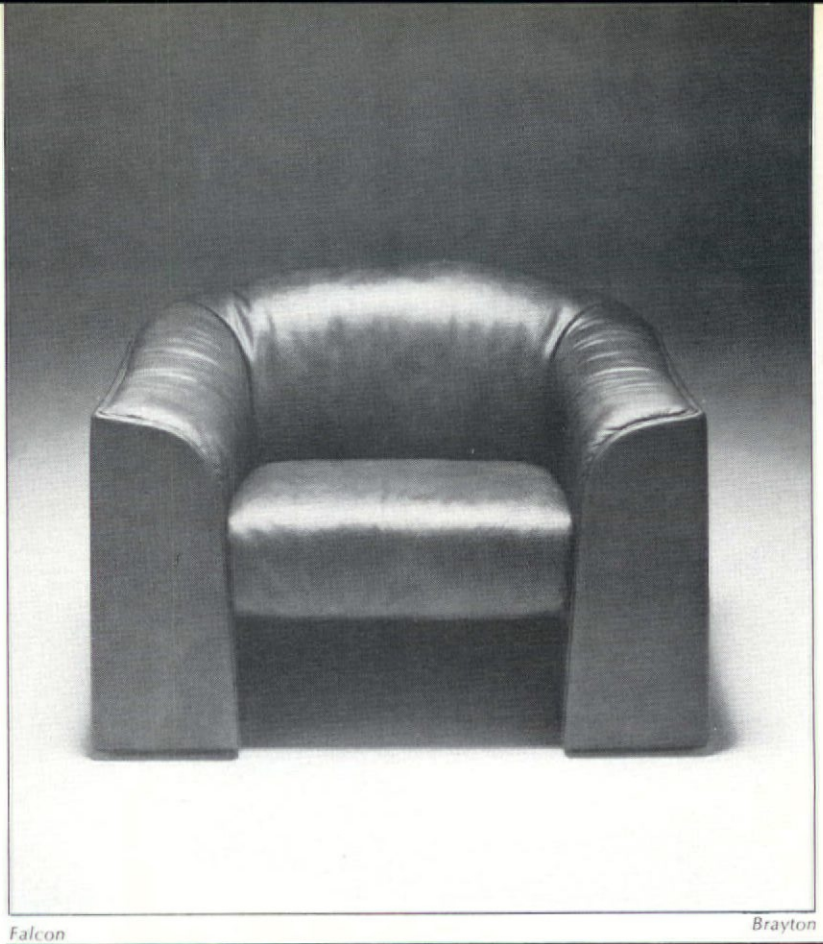




GF Business Equipment

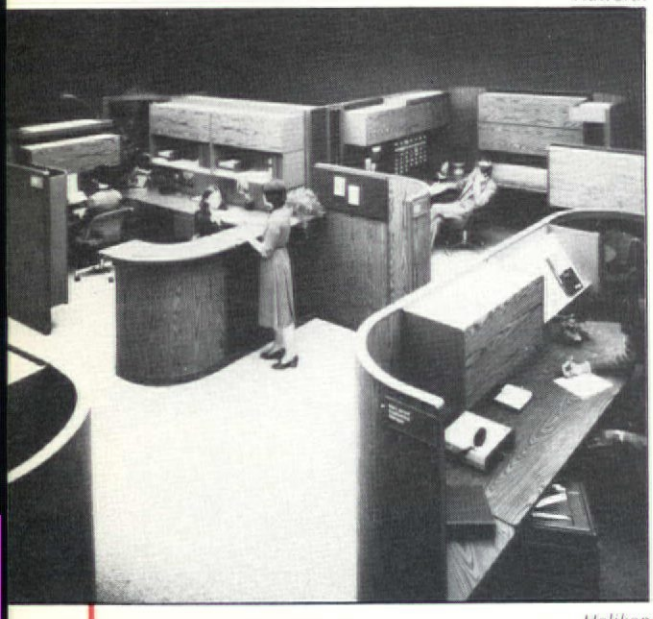


Haworth



Falcon

Brayton



Helikon







Conwed

OFFICE FURNITURE

Panels integrate electrical circuits

Electronic Support Furniture (ESF) 4000 Series by **GF** *offers 60-degree horizontal swivel adjustment to closed or open work area. Adjustments are made by removing end panels and loosening adjustment screws.* **Circle No. 225.**

Designed by Burkhardt Vogtherr for **Brayton,** *Lario has rigid frame with light, soft upholstery of seat, back, and armrests.* **Circle No. 243.**

Three separate 20-amp electrical circuits are integrated within compartmentalized base raceways in **Haworth's** *TriCircuit ERA-1 open plan system. Panels can simultaneously power convenience outlets, special equipment, and lighting.* **Circle No. 242.**

Not Quite Round Conference and dining tables were designed by Bob Becker for **Helikon.** *Bullnose edged tables have polished stainless steel base.* **Circle No. 248.**

Bruce Hannah and Andre Grasso's Diagonal Chair Collection for **Falcon** *includes swivel, lounge, and dining chairs.* **Circle No. 241.**

Conwed *Series 600 acoustical screens can be used free-standing or connected, straight or curved, and are available in 18 sizes and 13 colors. Series 100 desks come in oak and walnut veneers with mirror chrome or antique bronze accents.* **Circle No. 245.**

Designed by Andre Vandenbeuck for **Airborne Arconas,** *Primavera collection includes lounge chairs, executive chairs, and sofas in variety of bases and upholstery materials.* **Circle No. 240.**



Airborne Arconas

WOOL CARPET AVAILABILITIES EXPAND AS PRICE FOR WOOL STABILIZES

by **George Levine**

As a natural fiber, wool remains a standard by which other fibers are measured in contract carpet applications



Wool still is used as the standard by which man-made fibers are judged. While the use of wool in the past few years diminished drastically, specifiers still ask, "isn't it the best fiber for carpet?"

Certainly, the desire for the appearance of wool is as strong as it ever was, or, at least, for the presumed appearance of wool, since it has many different looks and has changed over the years. These changes were brought about by new technologies of construction.

Sometimes, wool even attempts to imitate its synthetic imitations. Berber styling of custom wool carpets today, for example, has been more affected by the synthetic imitations of the original North African Berbers than by the originals themselves. Permanent mothproofing is another example of imitating the imitations.

Nevertheless, ongoing efforts of synthetic manufacturers for better delustering, development of co-mingled yarns, constant claims for a "natural" look attests to the fact that wool still has the edge in the appearance that people want.

This is especially important in contract. The obvious ability of wool to maintain its appearance over a longer period of time, in practical terms, outweighs the ability of synthetics to wear longer.

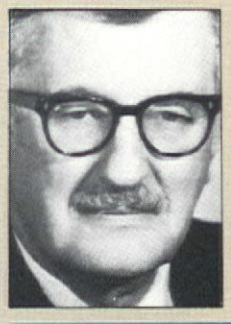
Wool is still the only fiber that can withstand repeated crushing of live cigarettes, since the charred portion can be brushed and removed, unlike synthetics. In hotels, theaters, and other public areas, that characteristic is still important despite the increasing prohibitions against cigarette smoking.

In addition, cross-breeding of sheep, as well as specific dietary goals have improved the available strains of wool, so that dependence on Chinese and oriental wools has largely disappeared.

Despite all these advantages, "natural" and otherwise, the one disadvantage of wool is economics. The cost of wool per pound is at least twice that of nylon. About 60 to 70 percent more wool is needed to give the equivalent appearance performance, with the result that the cost of the face yarn of a wool carpet is three times that of nylon.

No doubt the signature aspect of wool has its appeal; the fact that it is expensive is no doubt part of that appeal. But the gap is narrowing. One of the advantages synthetics have had over the years has been price stability. That is less true today. Woven wool—the two go hand in hand for many reasons—is still the dominant choice for contract in the United Kingdom and, to a lesser extent, in Europe. The choice of wool in contract in the United States has always been an important option.

Finally, when one considers the enormous technical, environmental, economic, and now political obstacles that must be overcome in order to convert crude oil into carpet fiber, there is something wonderfully attractive about the simplicity of converting grass into wool, with a few lamb chops thrown in for good measure. □



George Levine, Editor and Publisher, CROSS INDEX OF COMMERCIAL CARPETS

SOURCES

Bowater Carpets, New York, NY
212/838-5915
Bremworth, Los Angeles, CA
213/278-3237
Brintons Carpets, New York, NY
212/832-0121
Carpets International, New York, NY
212/751-9515
Charisma Carpets, New York, NY
212/535-4351
Concepts International, New York, NY
212/593-0335
Couristan Inc., New York, NY
212/371-4200
Dylan Carpets, New York, NY
212/688-0345
Eurotex, Philadelphia, PA
215/568-4300
Forfar Carpets, Ltd., Ooltewah, TN
615/238-9494
Goodlin Industries, New York, NY
212/838-2733
Harmony Carpet, New York, NY
212/355-6000
Quayle Carpets, Ltd., New York, NY
212/935-4966
Robbins Bros., New York, NY
212/421-1050
Wilton Royal, Inc., Everett, MA
617/839-2505

CONTRACT acknowledges the invaluable assistance of the Wool Bureau in putting together the following table of contract carpet availabilities, excerpted from the CROSS INDEX OF COMMERCIAL CARPET®, Fall 1979 Edition. The Wool Bureau is one of 30 branches throughout the world of the International Wool Secretariat, which pursues an international policy of promoting and improving the performance of wool irrespective of country of origin. Carpets listed on these pages have no less than 80% wool content and are stocked in this country.

IMPORTED STOCKED WOOL CARPETS

Excerpt from CROSS INDEX OF COMMERCIAL CARPETS®, Fall 1979 edition.

MANUFACTURER	COUNTRY	QUALITY	PILE WT	SPI/ROWS	PILE HT	GAUGE/ PITCH	AGENT	PRICE
AXMINSTERS								
Gilt Edge	England	*CURZON	24	6.2	.250	252	Carpets International	$24
Wilton Royal	England	*Design Plan	28.1	7.0	.750	252	Manufacturer	28
Brintons	England	*Forum Designers	28.3	8.0	.250	189	"	30
Quayle	England	*STUDIO	28.8	8.0	.250	216	"	41
Quayle	England	*LAXEY	28.8	8.0	.250	216	"	41
Gilt Edge	England	*FLORENCE	29.7	8.7	.280	252	Carpets International	45
Bowater	England	*HARBOR LIGHTS	30.2	8.0	.297	189	Manufacturer	41
Gilt Edge	England	*SUPER CURZON	30.7	8.0	.250	252	Carpets International	44
Brintons	England	*CHAYTOR (SERIES)	31.8	9.0	.250	189	Manufacturer	32
Wilton Royal	England	*AMERICAN PLAN	32.2	8.0	—	252	"	31
Wilton Royal	England	*H.M.S.	32.2	8.0	—	252	"	31
Wilton Royal	England	*MASTER PLAN	32.2	8.0	—	252	"	25
Couristan	Belgium	ROYALAX	33.7	8.0	.266	189	"	32
Gilt Edge	England	*CLUBMAN	34.0	8.8	.250	252	Carpets International	50
Louis de Poortere	England	*ISADORA	34	8.0	.285	216	Concepts International	58
Gilt Edge	England	SULTANA	36.5	10.0	.280	342	Carpets International	75
Gilt Edge	England	CRESCENDO	37.7	9.0	.300	312	Carpets International	48
Broadloom Cpts	England	CUMBRIA	37.3	7.0	—	—	Dylan Carpets	63
Gilt Edge	England	SALOPIAN	38	8.8	.300	252	Carpets International	50
WILTONS								
Gilt Edge	England	*AMERICAN	33.5	8.0	.280	252	Carpets International	41
Tintawn	Ireland	WOOL WARP	35.5	—	.400	—	Goodlin Ind.	35
Brintons	England	*BELL TWIST	36.9	8.0	.694	216	Manufacturer	30
Brintons	England	*CELEBRITY	38.4	9.0	.735a	276	"	32
Tisca	Switzerland	DOMUS 371	41	6.6	.433	180	Harmony Carpet	70
Tisca	Switzerland	VARIS	41	6.6	.433	180	Harmony Carpet	89
Brintons	England	*BELL TRINITY	44.5	7.5	.619	324	Manufacturer	32
Van Dyck	S. Africa	INTARSIA	44	9.0	.290	216	Concepts International	44

* —80% Wool, 20% Nylon

CARPET SCOPE

MANUFACTURER	COUNTRY	QUALITY	PILE WT	SPI/ROWS	PILE HT	GAUGE/ PITCH	AGENT	PRICE
WILTONS (continued)								
Van Dyck	S. Africa	SQUARES	44	9.0	.290	216	Concepts International	$60
Bremworth	New Zealand	BASRA	45	8.4	.327a	—	Manufacturer	—
Eurotex	N/A	SAVANNA	45	8.0	.250	216	"	55
Eurotex	N/A	AROSA	50	8.0	.500	216	"	55
Tisca	Switzerland	ARCHITECTA 442	57	—	.475	—	Harmony Carpet	96
VELVETS & KNITTED								
Tintawn	Ireland	*THATCHER	26	—	.165	—	Goodlin Ind.	38
N/A	Argentina	FINE POINT (Knit)	40	6.8	—	245	Charisma Carpet	28
N/A	Argentina	WOOLTEX SUPREME	53	6.8	—	245	Charisma Carpet	46
Tintawn	Ireland	SHEPHERDWEAVE	66	—	.500	—	Goodlin Ind.	60
TUFTED								
Forfar	England	NEW MEDINA	29	—	.200	5/32	Manufacturer	29
Broadloom Cpts	England	VELDT	32	—	.290	—	Harmony Carpet	32
Broadloom Cpts	England	CRAGSMAN	35	—	.220	—	Harmony Carpet	41
N/A	Italy	PERFECTION	36	—	.236	—	Charisma	36
Bowater	England	*ENGLISH SUEDE	37	—	.340	5/32	Manufacturer	46
Bremworth	New Zealand	BERBER I	38	—	.833	—	"	—
Forfar	England	MARRAKESH	38	—	.275	5/16	"	—
Tintawn	Ireland	SHEARLING	40	—	.900	—	"	28
Bremworth	New Zealand	CENTURION	42	—	.312	—	"	20
Robbins	England	SOVEREIGN	42	7.8	.385	1/8	"	29
Forfar	England	MOROCCO	46	—	.125	5/16	"	—
Bremworth	New Zealand	BERBER PLUS II	48	—	.437	—	"	—
Bremworth	England	BOUCLE BERBER	48	10.5	.343	—	"	—
Broadloom Cpts	England	RUSTICANA	48	—	.447	—	Harmony Carpet	50
Forfar	England	SULTAN	50	—	.500	1/2	Harmony Carpets	53
Bowater	England	MANOR	55	—	.625	5/32	Manufacturer	58
Bremworth	New Zealand	RENAISSANCE	58	—	—	3/16	"	—
Bremworth	New Zealand	CELLINI	67	—	.750	—	"	—

* —80% Wool, 20% Nylon

QUICKSHIP PROGRAMS FILL DELIVERY VOID

To counter interminable delivery waits, many manufacturers have set up rapid delivery programs, offering a variety of services with varying lead times, furniture lines, and specifications

by **RICHARD ZOEHRER,** Associate Editor

Specifiers, dealers, space planners, and end users awaiting long-overdue furniture shipments were unable a few years back, to do much but wait, fume, and wait. Deliveries often taking up to 30 weeks, regardless of scheduled shipping dates, created difficulties for dealers and end users alike. Now, for those fed up with long furniture delivery periods, there is recourse. Quickship programs have been instituted by a number of manufacturers, often speeding delivery up to 40 times faster.

Most popular items kept in stock

Although varied, most quickship programs have these points in common: certain pieces, usually best sellers, are kept in stock and offered in limited colorways and materials. Time limitations most often run within five to 10 working days from receipt of approved order. Some companies warehouse regionally, while others ship straight from the factory. Shipping insurance policies do not differ when articles are shipped in this way. Other than keeping up with demand, no manufacturer interviewed has encountered any problems or snags with quickship. Whatever the program, the idea is rapidly gaining widespread acceptance.

Inventory is verified on CRT

Haworth developed its R.U.S.H. (Rapid UniGroup Shipment by Haworth) program because of an existing need in the marketplace for better service and also because current customers needed extra desks, cabinets, and furnishings to accommodate new growth. Regular shipping times were far too long, yet the company wished to retain its customers.

The system is designed to respond quickly to smaller, more immediate product requirements. A comprehensive inventory system is kept on hand to enable Haworth to ship UniGroup panels and components in most colors and fabrics within five working days from receipt of accepted order.

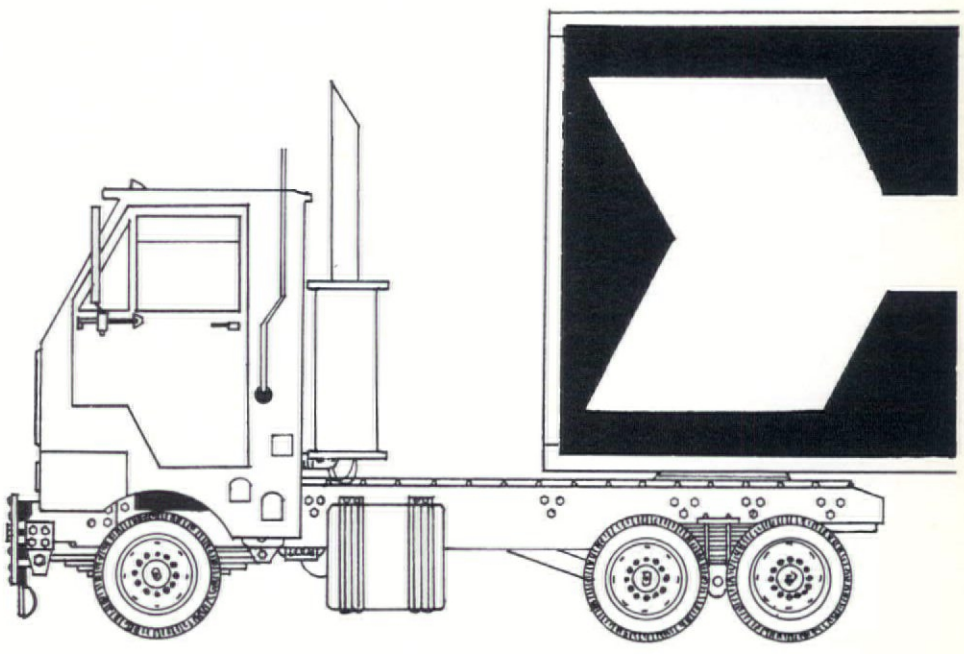
Like all quickship programs, it does have its limitations. It is meant to provide UniGroup pieces for several workstations or add-ons that must get there "yesterday." However, for an entire officeful of furniture, the company's normal program applies.

R.U.S.H. consists of a selected inventory of panels, shelves, flipper door units, work surfaces, task tables, lighting fixtures, and 15 other popular component and accessory groups in a variety of sizes, colors, and finishes.

When an order is received, an operator verifies inventory status on a CRT. Provided sufficient inventory is on hand, the order is confirmed and forwarded directly to the R.U.S.H. distribution center. Customer gets immediate confirmation, and the order is shipped within five working days.

Most companies charge no cost premium over regularly processed orders. Items are, however, shipped at customer expense. After acceptance, cancellations usually cannot be made

drawings by Richard Zoehrer





Warehousing in target areas

without consent of the company. A restocking charge is often applied to returned orders.

Faster turnover due to quickship

Because leather furniture is expensive, one company, Leathercraft, found that many dealers wanted items for display, but were not prone to warehouse a lot of merchandise for this reason. Leathercraft's quickship program thus enables the dealer to get more turn on each item without warehouse expense. Orders can always be taken by the dealer on furnishings that remain in his showroom.

On its quickship items, Leathercraft stocks frames and has chairs sprung until the order comes in. Then leather upholstery is done to order. Of 40 different executive office chairs, 11 are on the quickship program. They are available in three different leathers. The company also has a quickship program for its line of leather sofas, chairs, and ottomans.

Complete status of order available

Atelier International has developed a quickship system because of high demand for better service and because lighting and accessories are easy to stock. AI carries all lighting and accessories in its quickship line and the Maralunga chair. Designed by Vico Magistretti, it is AI's chair design with the greatest demand in this country. AI does not warehouse regionally and reports no problems other than keeping up stock.

Atelier also offers no-fault shipping insurance protection. Purchasers pay three percent of the total net value, and AI either repairs or replaces damaged products and takes care of all claims against the transport carrier.

Quickship items built to order

Originally AGI Industries had a warehouse program designed for immediate customer pick up, but the company found that a lot of money was being tied up as people would not pick up their own items. So it was decided to take the fastest moving items and put them on a quickship basis. AGI has 15 chairs, two lounge seating groups of three items each, and 10 different tables in its quickship line. Supplies are kept on hand, but the company does not warehouse. Items on quickship program are special built-to-order units, so that no inventory of furniture exists. AGI has been doing quickship for three and one half years now, with up to 80 items on a single order, and reports never having been late on anything.

70% of business is quickship

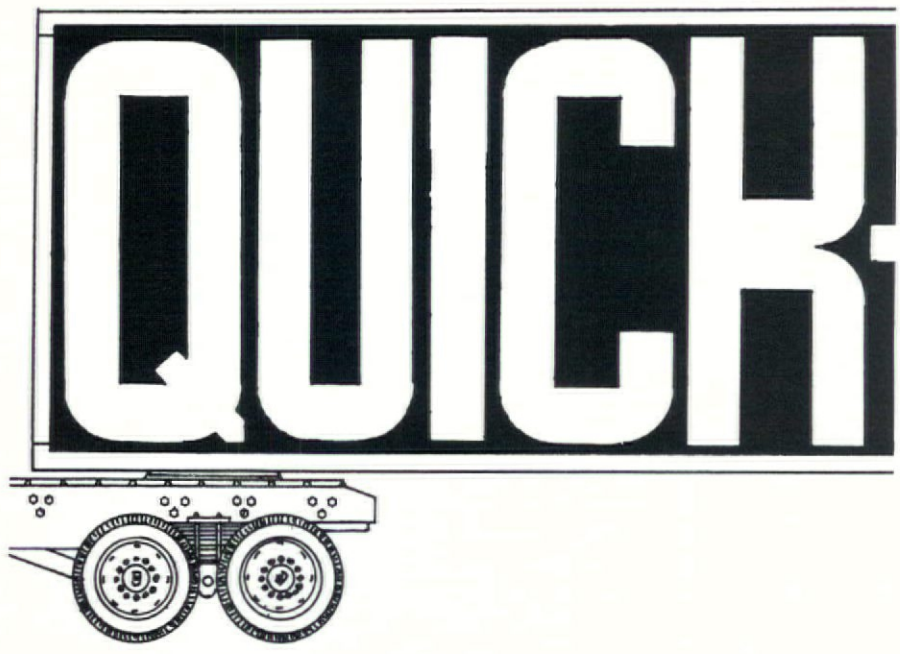
La-Z-Boy, with 10 warehouses regionally, reports that 70 percent of its business is involved in quickship programs. Tom Spangler, contract sales manager for La-Z-Boy, notes that the marketing program has been specifically geared in this direction. The company has 57 stockkeeping units available in 19 different styles and six different color combinations. Shipping is between five and 10 working days after receipt of approved order.

Spangler also reports no additional charge for the company's drop-ship program. It works like this: if a New York dealer has a Los Angeles customer, he can send a chair from a warehouse near the customer's town. These warehouses always maintain in stock between 800 and 2,000 chairs each.

Inventory responds to change

GF Business Equipment is currently test-marketing its Quick-space program in the Northeastern United States. A very comprehensive system designed to respond quickly to the rapid changes which occur in today's fast-paced office environment, the program offers a total of 200 open plan system items. These include panels, electrical units, pedestals, hang-on components, and worksurfaces.

GF's older quickship program, RFD, has been in existence for nearly eight years. GF inventories more than 170 traditional items including desks,



chairs, tables, files, and bookcases.

According to GF vice president/sales William Oliver, the company can streamline production to limited finishes, fabrics, and top materials for immediate shipping and invoicing.

An on-line computerized inventory program and a toll-free telephone number for dealers have been established for rapid confirmation of Quickspace orders. Use of the Northeast as a testing ground aids the company in adjusting initial product mix, inventory levels, and buyer preference. Plans to expand the program to other areas of the U.S. are now being made.

Company guarantees 5% reward

InterRoyal Corporation's $126,000 Guaranteed On-Time Shipment Program assures that each order will be shipped within five working days from receipt of order. If it is not, the customer may deduct five percent from the invoiced amount of purchase.

The multi-part program includes monthly Guarantee Bonds, redemption book for customers to keep track of orders, and a booklet explaining details of the new manufacturing process.

"Major reorganization and streamlining of manufacturing systems, equipment, and procedure," says Alex Dadourian, InterRoyal president, "have made the program possible." Each manufacturing facility has its own order department and services customers in its marketing area. Computerized inventory reports track progress of each piece of furniture. Nothing is released for shipment until all parts of the order are complete in the holding area.

Have there been many of the five-percent deductions? No, none at all. To date, all orders go out on time.

Setting up warehouse in target areas

With warehouses pinpointed throughout the country in major market areas, Art Steel's Prompt Ship program maintains items for immediate shipment in each local warehouse. Included are chairs, screens, desks, files, and storage units.

Another company, Upstate Precision, is in the process of setting up quickship warehouses in the target areas of New York, Boston, Philadelphia, Detroit, and Cincinnati. These major warehousing programs enable user to get the company's 6/5 Series Panel line of desks, files, and credenzas as well as FORMFAC self-connecting screens. While this program is being set up, Precision's Flash Delivery System applies. This program carries the 6/5 line, and shipment is within five to 10 days from receipt of order. Maximum order is five units of each item.

Storwal International's P.D.Q. program insures that furniture will be on its way to the customer within 72 hours, at the latest, from date factory receives order. Lateral and vertical files, desks, tables, and chairs make up its quickship line.

24-hour goal from order to set up

Steelcase carries roughly 300 different items on its quickship program, which ships five days from receipt of order. The original concept of Steelcase's program was to have items being installed 24 hours after the order is received. While not yet practical, the company is working toward that goal.

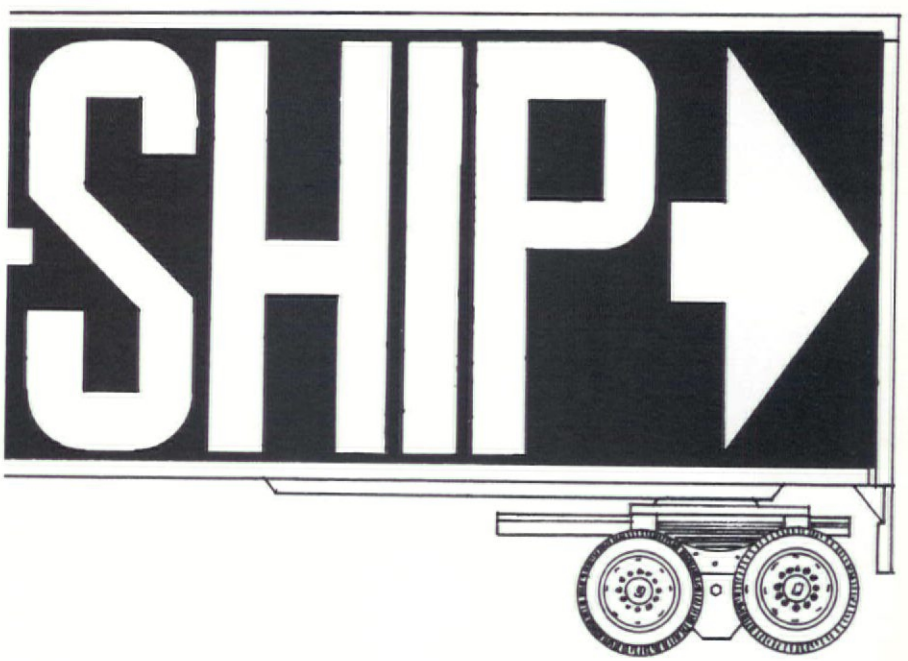
Steelcase has a network of 10 warehouses regionally, with each carrying the same items. Customers can phone the nearest warehouse and get products shipped from there.

Hot line orders via recording

Madison Furniture Industries offers several desks, tables, and chairs in its Mad Dash program. All wood items are available in either oak or walnut in two finishes, and fabrics are offered in three selections. Items are shipped in one week.

Thonet's in-stock inventory of its Breuer arm and side chair can be shipped to the customer 48 hours after receipt of order. Orders can range in quantity from one to 24.

Harter's Sudden Shipment program ships within 10 working days from receipt of order and offers 20 dif-





Entire line is quickship

ferent office chairs in six colors and four finishes. Maximum quantity is 25 units per order.

QS/4 from Corry Jamestown has more than 40 items, including desks, chairs, and files, ready to ship in four days. They are offered in the most popular materials, colors, and fabrics. Corry Jamestown has established a hot line for customers to facilitate use of QS/4 program. A recorded message gives instructions to caller who then states the order in the instructed sequence. Once the phone call is completed, there is no need to send a confirming order.

Any standard serieSeven panel or component from IKD Haws Corp. can be shipped within 20 days or less. What differentiates this program from most others is that customer can choose from the company's complete line in the entire selection of vinyls, fabrics, and trim options. Acoustical Partitions Corp. is another firm that also offers customers a quick shipment program of its entire line of office partitions.

In-house inventory kept flexible

Stow-Davis' accelerated shipment program is broken down into two parts: the Immediate Shipment Program, shipping desks, credenzas, and seating within 72 hours of receipt of order, and the Allegro program, which will ship a large selection of office furniture within six to ten weeks.

Haskell of Pittsburgh's Superstock program, which covers over 100 individual products, including the most popular lines of desks, seating, and files, will ship within 24 hours after telephone request. Haskell dealers have benefited from the Superstock program because it keeps its in-house inventory flexible.

Executive Office Concept's quickship plan features desks, bookshelves, tables, and seating. EOC's plan provides basic component parts for rapid final assembly on site. Shipping is within seven to 10 days, although many items are stocked for immediate delivery. Roughly 30 percent of the company's output is quickship, and EOC reports an extremely high percentage of on-time performance.

Shaw-Walker has been publishing a bi-monthly delivery schedule since 1955 to keep field personnel and customers accurately informed regarding deliveries. This program was expanded in 1967 to include quickship merchandise. Shaw-Walker is presently on the verge of introducing its redesigned delivery/quickship program, which will include a wide range of desks, vertical and modular lateral files, seating, tables, and filing cabinets, all in a variety of colors.

Quickship for antiques, too

One company, Antiquarian Traders, offers immediate delivery for either lease or sale of any stock item from its line of traditional antique office furniture. The company's inventory of Victorian, English, and American antique furniture numbers over 6,000 pieces for shipping anywhere in the U.S. Often furniture is leased to a client who has ordered furniture from a different source and is faced with a long delivery wait. A short-term lease program is especially designed to meet this need.

Among the company's inventory are partners' desks, rolltop, flat-top, and cylinder top desks, chesterfield couches, sideboards, leather and oak swivel chairs.

Monarch Furniture's original Rushship program consisted of 16 executive swivel, secretarial and side chairs shipped within five working days. It was begun two years ago and was so well received that an upholstered sofa, chair, conference table, desk, and credenza were added to round out the program. Four chairs from the company's Circa 90 Collection, introduced last year at NEOCON, are also among new lines in the quickship program.

More than 450 items on PDQ

Cole Business Furniture's Products Delivered Quickly (PDQ) quickship system offers shipping within 36 hours of order receipt on more than 450 items including desks, credenzas, modular items, seating, files, and specialty cabinets. The program which has been successfully operated since 1972, is set into action by one toll-free phone call. Customers place their order with a customer service representative who arranges shipping via the quickest possible route. If the desired item is not in stock, the rep will suggest an alternative, or advise when the product will be available.

Castelli's Quick Action Program maintains approximately 20 items in stock from one warehouse. Each item, in a choice of fabric or wood selection, is warehoused for limited maximum quantities per single order, depending on the item. QAP orders are shipped within two weeks from receipt of approved purchase order. If the item is not available from quickship stock, Castelli guarantees standard delivery time of six weeks.

Dunbar's Priority-6 program speeds up that company's delivery time by 50 percent. Included in the offering are executive office suites, a complete casegoods and upholstery package, and several finishes and fabrics plus COM. In order to accommodate its stocking dealers, Dunbar limits each order to three of any item, except its 980 chair which may be ordered in pairs.

Quickship given top priority

Tri-Mark Designs offers its Quickship program delivery within 3 weeks on the entire line of 100 and 350 Series of tables in mirror stainless chrome. The company reports that very often its regular shipments are

made in three weeks or less on most items.

Martin Michael, vice president/marketing and sales for Chromcraft Furniture, reports that a big percentage of that company's office chair business comes from its 47-item quickship stocking plan. The program is top priority, so that when a Chromcraft dealer calls for a stock shipment he can depend on the company to have it ready.

Globe Business Furniture has found its quickship program very successful and has reviewed area warehouse programs because of this success. The company stocks its most popular items and ships within 72 hours.

Rose Manufacturing Co.'s Quick Ship Five program ships order within five working days. Up to 20 acoustical modular panels and free-standing screens can be ordered at one time per purchase order. Dealer discount is 50 percent. Telephone orders are accepted, and Rose pays all transportation costs.

The chair and seating division of Boling Co. has a rush order shipping system that is implemented when a call is received from an authorized dealer. Once all information (item, material, color, and so forth) is gleaned from the dealer, a check of vital information is made from office records. If everything is in order, items are shipped within five working days. Under the program, Boling dealers have the availability of every upholstered chair and seating unit in the line, in a choice of approximately 400 colors.

Cramer Industries' quickship program, BFD (Best Furniture Delivery), ships within five working days from receipt of order. Cramer maintains a broad selection of contract furniture items, including chairs, office tables, computer tables, and safety ladders. Orders are immediately carried out by a toll free telephone call to headquarters.

Jasper Seating Co. has a Prompt Ship Program, PSP, which ships in two weeks or less. Nine chairs in several combinations of vinyl and fabric selections include secretarial and executive posture chairs. Dealers are offered a special discount on orders of six chairs or more under PSP.

Quickship responds to emergency

Begun in 1974, Herman Miller's Rapid Response program makes up a substantial portion of its business. Delivery of those products involved in quickship is done within 48 hours. About 90 percent of Rapid Response orders are placed over the telephone in what amounts to a word-of-honor system.

Separate inventory distribution centers are located in Irvine, Calif.; Dallas (recently moved from Houston in order to increase capacity); Grandville, Mich.; and Atlanta.

About a year and a half ago, a southwest-based company planning to move into new spaces was informed by its space planners that the custom-designed furniture for the new offices would not be ready for several months. During the crisis, a sales representative for Herman Miller was asked how quickly his company could react to the emergency. Herman Miller responded in two days with a detailed plan for existing programmers, plus one for future expansion. In three weeks, Action Office Workstations were in place and ready to be used.

Discovery Concepts, which offers 16 different set-ups in its systems line and eight in its wall systems line, ships within five working days.

Just introduced early this year, JG Furniture Systems' Express program offers upholstered panels in six sizes and two fabric selections. Fifteen basic components available through the program provide necessary flexibility to assemble complete workstations needed. Furniture is shipped within 7 business days, and orders are taken over a special toll-free number designated for Express only. Individual orders not exceeding $90,000 list are accepted within limits of weekly volume allocated to the program.

Many firms are jumping onto the quickship bandwagon because of high demand in the marketplace. In addition to the firms mentioned here, there are again that many out there either starting or refining quickship programs. □

For further information on each company's particular quickship program, use the following numbers on the reader service card bound in this issue.

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Leathercraft 296
Madison 297
Monarch 298
Rose 299
Shaw Walker 300
Steelcase 301
Storwal 302
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Thonet 304
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An elegant combination of beauty and design excellence.

Haskell of Pittsburgh's Carmel line of desks and credenzas. Simple, uncluttered sophistication designed to complement the modern office landscape.

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For Haskell of Pittsburgh, FORMICA® brand products provide the perfect material for the creation of innovative and practical furnishings for today's office.

For a complete catalog of Carmel "solid silhouette" office furnishings, write Haskell today.



FORMICA® BRAND products

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Haskell

Haskell of Pittsburgh, Inc. Box 5373, Pittsburgh, PA 15206

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Fit **Axis 3000** seating system to just about any agenda. It's as easily adaptable to a large convention crowd as it is to a small seminar. And to make any meeting more productive, choose from such options as audio apparatus, folding tablets, armrests and bookracks.

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At Photographic Specialties, we can make Cibachrome® prints or transparencies large enough to cover an entire wall or ceiling. And we can make them from virtually any photograph.

So you can use a photo of the outdoors, for example, to open up a small room. Or use large transparencies to display products in a sales office. The only limit to their usefulness is your imagination.

And Cibachrome prints won't fade. They may not last as long as Michelangelo's masterpiece. But only time will tell.

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Vecta Contract Ginkgo Biloba Tables.
Uniquely designed cast aluminum base, beautifully polished or coated in 16 Thermoset colors, 6 table-top shapes, 37 standard sizes. Veneers and laminates. With solid wood, vinyl or self edge, 2" or 1¼" thick. Carefully scaled and designed by Gunter Eberle for today's architecture.



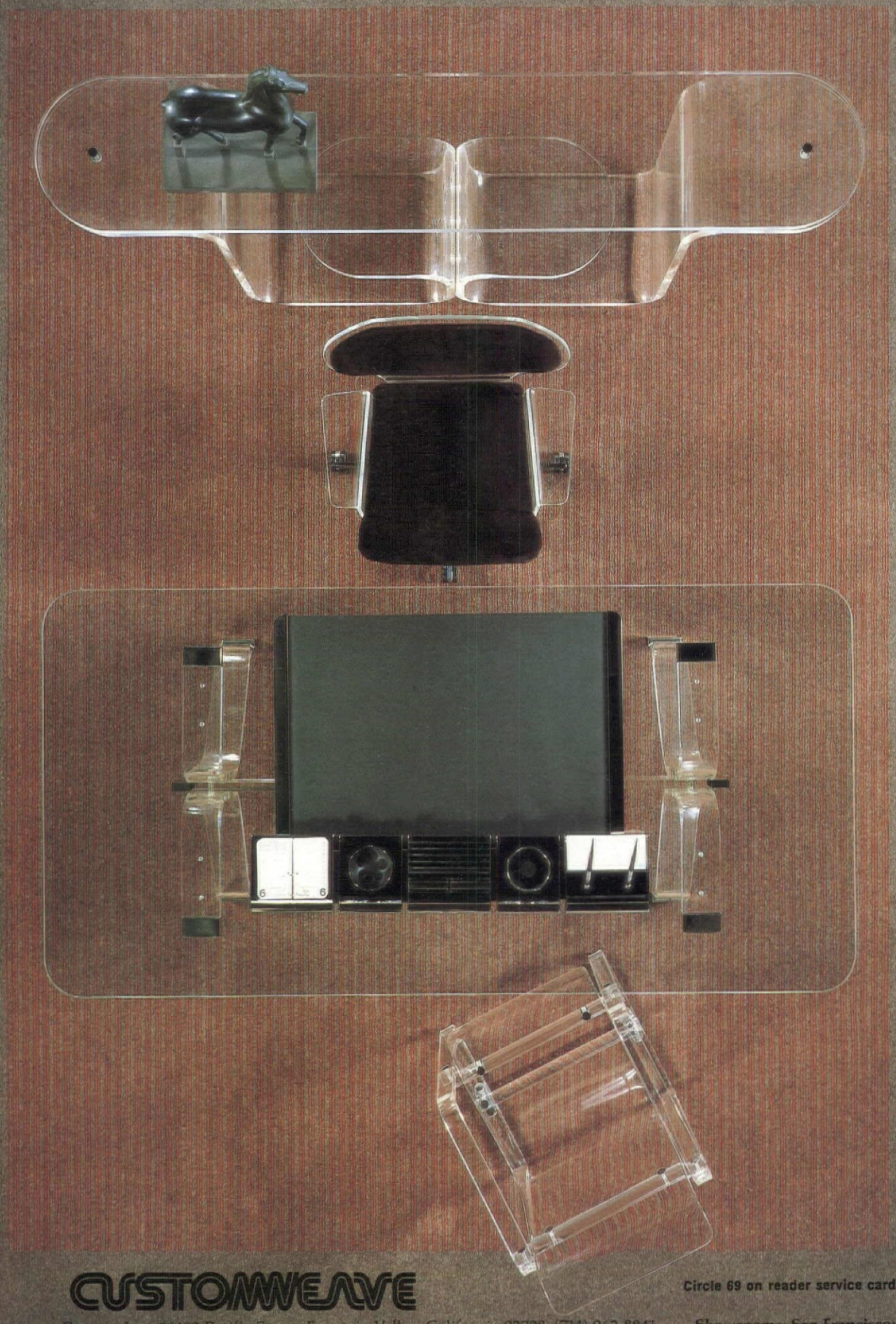
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Customweave Carpets. The Luxury Spec.



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Customweave Carpets, Inc., 18480 Pacific Street, Fountain Valley, California 92708, (714) 962-8841 **Showrooms: San Francisco;** Suite 401, Western Merchandise Mart II **Chicago;** Suite 1883, Merchandise Mart **Seattle;** Columbia Carpets and Sound Floor Coverings, Northwest Furniture Mart **Dallas:** Suite 9025, World Trade Center **Honolulu;** 1221 Kapiolani, 5th floor

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The Securit collection comes to you straight from Brazil, made with our finest, exotic woods - "Pau Ferro" and "Louro". Our collection was specially designed for the American needs by Sandro Magnelli, and carefully made by the best Brazilian craftsmen.

You can choose among three series, in several sizes, with suspended or caster pedestals, and matching credenzas. And what is more important, we can deliver immediately. Why? It's simple.

Although the Securit collection is made in Brazil, we have it warehoused in Houston. So you don't have to wait for months to sit in your new office.

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KRUG

Design 2150A
Stacking Arm Chair



Krug Furniture Inc.

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Like the award winning Peace Rose, the Free Standing Acoustical Screens by Rose Manufacturing Company, have gained national acceptance as the standard of excellence . . .



Peace and Quiet

The wide selection of sizes and configurations in the Rose product line are available in a vast array of fabric colors.

The Style 13 Screen (Straight or Curved) features a double welt fabric detail on three edges achieving a soft architectural appearance. In contrast, the modular panels have top and bottom trim of solid oak in three hand rubbed finishes.

With an NRC of 0.85 and a Class "A" fire rating, undesirable noise is suppressed while safety is automatically achieved. High quality, sound economics, and personalized service make Rose an important connection for you.

Phone 616—241-2451 or write Rose Manufacturing Company for more information on how their Free Standing Screens can achieve Peace and Quiet in your environment.



ROSE®

Rose Manufacturing Company 1600 Marshall Ave., S.E. Grand Rapids, MI 49507

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In LAWSON office receptacles, steel makes the difference.

Steel. It makes Lawson receptacles stronger, more durable, and fire-safe.

And Lawson does things with steel that others don't. They add a special kind of creativity that crafts steel into beautiful, colorful, functional office accessories. Wastebaskets in the popular Adornable® or conventional styling . . . handsome floor and wall smoke urns . . . desk organizers . . . durable Lawson Torpedos.®

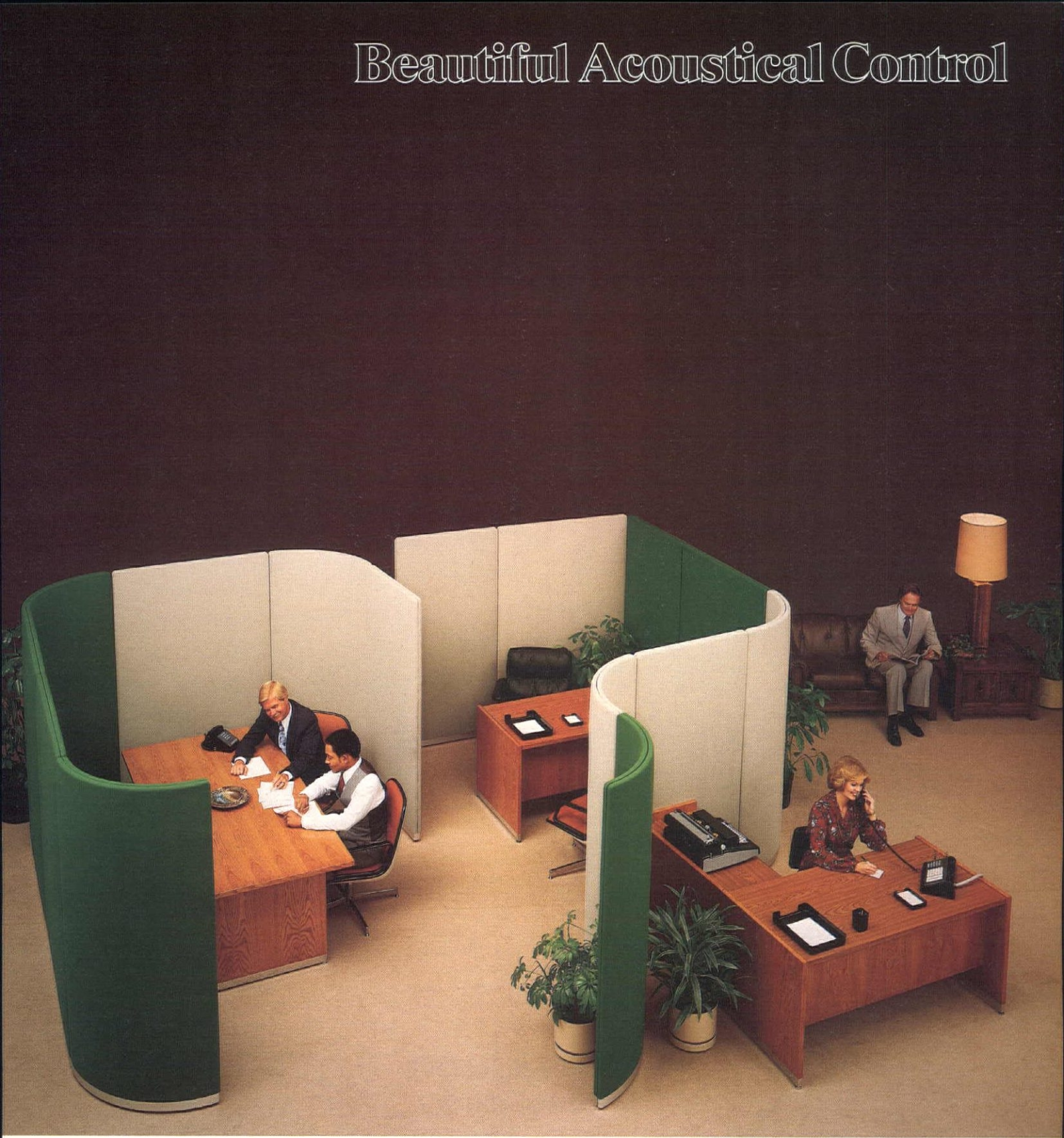
Whether you're buying for yourself or selling to others . . . pick the distinctive Lawson line and you'll pick the best. Write today for full details and catalog.

LAWSON

The F. H. Lawson Company, 801 Evans Street, Cincinnati, Ohio 45204. (513) 251-2400

Circle 78 on reader service card

Beautiful Acoustical Control



Conwed® Series 600 Acoustical Screens/The soft, sleek beauty of fabric-wrapped edges and designer styling add a rich, colorful dimension to this open office setting. But the real beauty of Conwed's Series 600 acoustical screens can't be seen in this photograph. These Conwed "top of the line" screens are designed to provide exceptional sound control with acoustical ratings of .90 NRC, an STC of 30, and an NIC' of 21.

Freestanding or connectable, the versatile Series 600 acoustical screens are available in 18 sizes and 13 colors. The base finish of brushed aluminum provides the perfect accent to the new soft look of frameless rounded edges and corners.

The Conwed Series 600 acoustical screen — beauty you can see, with acoustical control that makes the open office work. Also shown in this photo are the Conwed Series 100 desks and conference table. For the representative in your area, contact Conwed Corporation, Office Interiors Division, P.O. Box 43237, St. Paul, MN 55164 (612) 221-1240. Showroom: Suite 929 Merchandise Mart, Chicago.

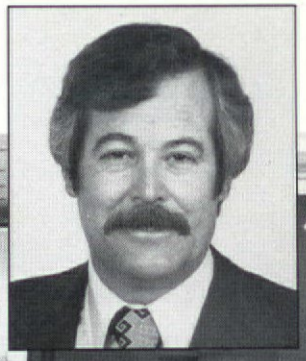
Conwed

innovative products for better environments

Circle 64 on reader service card

"Unless the retailer concerns himself with maintenance, he can serve neither his customer nor himself very well." ...M. L. McKee

McKEE CARPETS, GARLAND, TEXAS



"The way I see it is very simple: The only customer who ever returns is the satisfied customer, and the only thing that determines that satisfaction, once the carpet is on the floor, is proper maintenance.

"When customers employ some ruinous process to clean their carpets or remove spots, and ultimately cause damage, many blame the retailer for not warning them when they made the purchase.

"That is why I'm always careful to tell my customers to call Duraclean for answers to their maintenance problems. Referring a trained professional with an honest concern for honest quality serves my customer's and my interest best. I wouldn't have it any other way."

Customer satisfaction is the business building advantage that Duraclean service provides for your store...the assurance of superior maintenance that keeps carpeting and furniture showroom-fresh, long after the sale.

The Duraclean absorption process eliminates overwetting and damage to fibers or fabrics. Soil lifts out, carpeting and upholstery dry quickly...fresh, clean; colors brightened and textures revived. Customers stay pleased and satisfied with their purchases from your showroom, impressed with Duraclean's professional services available through your store. They tell others about it... a retailer's dream come true! And a business-builder, too, as reported by other floor-covering store owners, too.

Your local Duraclean Specialist will be happy to demonstrate the professional service he'll give your customers, with the cleaning method recommended by leading carpet mills and furniture manufacturers.

This customer service gives you a cost-free, reliable additional sales tool that assures customer satisfaction and builds good will. Find your Duraclean Specialist in the phone book...or mail the coupon and he'll phone you. There's no obligation.



"My company has been recommending the services of Duraclean for many years. I feel that our association with Duraclean has been of great benefit to our business.

"Customers are pleased that we can refer them to such a large and well-known carpet cleaning service that also cleans upholstery and will do the job well. In addition, we use the discount certificates provided as added sales inducements to customers on the sales floor."

Harry Bengston
H. R. Bengston & Co.
Northbrook, Ill.

Duraclean®
International

O-D33 Duraclean Building Deerfield, IL 60015

Please have your Duraclean Specialist phone for an appointment. I'd like to know about the Duraclean retailer service program, with no cost or obligation.

NAME _____ TITLE _____

STORE NAME _____

ADDRESS _____ PHONE _____

CITY _____ STATE _____ ZIP _____

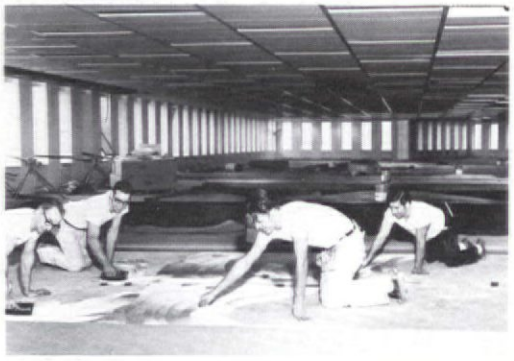
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CONTRACT's Construction Lead Service gives you key details such as name of job, type of construction, location, purchase deadlines, projected budget, kind of furnishings, name of contact, and more on contract installations in the specification or purchasing stage. You get a free report for every month your ad appears in CONTRACT... or get a full year of reports with a six-time schedule. This free service helps you find immediate business, plus long-term new accounts!!

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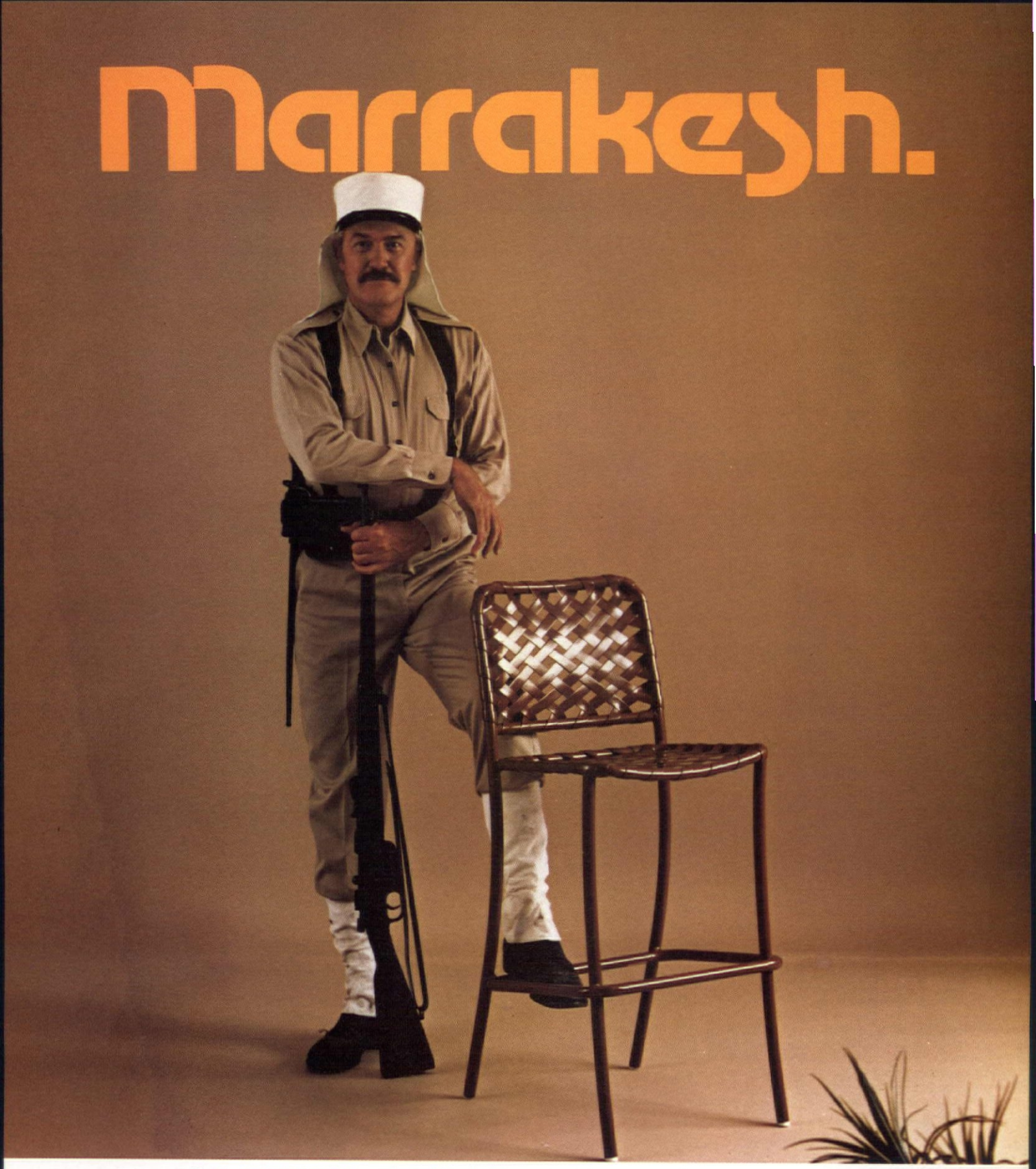


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Carpeting of Antron® III resists dirt better, stays new-looking longer.

The secret: Unique hollow-filament fibers.

Antron* III nylon is the only carpet fiber with a rounded hollow-filament structure. So it resists dirt better than other nylon fibers. The smooth exterior shape of Antron® III minimizes dirt entrapment, and the hollow-filament structure scatters light to make dirt less apparent. So the carpet stays new-looking longer than ordinary nylon carpeting.

Antron® III is durable. Pile of Antron® III resists crushing and abrasion even in heavy-traffic areas. Keeps its fresh, new look.



Magnification 250X of Antron* III nylon showing hollow filaments and round, anti-static filament.

Antron® III controls static shock. Gives you protection that won't wear out or shampoo out—because it's built right into the fiber.

That's why Northridge Fashion Center used carpeting of Antron® III nylon to cover over 135,000 square feet of one of Southern California's busiest shopping malls (average of 250,000 shoppers per week). And why your next contract carpet should be Antron® III nylon.

Write for Specifiers' Information Kit:
Du Pont Company
Room 37231
Wilmington, DE 19898

Installation: Northridge Shopping Mall, Northridge, Calif.
Architect: Charles Kober Associates, Los Angeles, Calif.
Flooring Contractor: Westwood Carpet, Los Angeles, Calif.

*Du Pont registered trademark for nylon fiber. Du Pont makes fibers, not carpets.

DU PONT
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Antron® III
hollow filament nylon
The leading contract carpet fiber brand.



Circle 54 on reader service card



Intelligent design. Solid construction.

Good reasons why sitting in Madison's newest conference chair is pure pleasure.

Designed by Arthur Umanoff, the chair is built with solid oak frames and features oak-rimmed arms with upholstered inserts and an optional swivel base. Matching conference table is available.

Sit in one of Madison's new conference chairs. For the comfort and durability that only Madison can provide.

Sit in.

MADISON
FURNITURE
INDUSTRIES



Conference Chair. C52F05

For more information, see your Madison representative. Or contact Madison Furniture Industries, P. O. Drawer 111, Canton, MS 39046. Telephone (601) 859-8000. Sales showrooms in Chicago/ Dallas/ Denver/ Los Angeles San Francisco/ Seattle

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CONTRACT's 1980 ANNUAL DIRECT REPLY CARDS

Get Fast, Direct Action From 54,400 Contract Specifier/Buyers For Just Over 1¢ Per Name

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Architect Firms	**9,000**	**Hotels/Motels & Restaurant Chains**	**5,000**
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Get maximum buyer attention for your postcard with an ad message on the front or back covers. (Publisher's second color and bleed are included in cover rates: back cover, $775; inside front or inside back cover, $995.)

Your Best 1980 Direct Mail Opportunity Closes March 31
Your postcard will be received by 54,400 contract specifier/buyers in Spring '80 — but we must receive your camera-ready art and materials by March 31.

To reserve space, write: Gary Puro, Advertising Sales Manager, CONTRACT Magazine, 1515 Broadway, 24th Floor, New York, N.Y. 10036.

* Rate for current CONTRACT advertisers. Slightly higher for non-advertisers.

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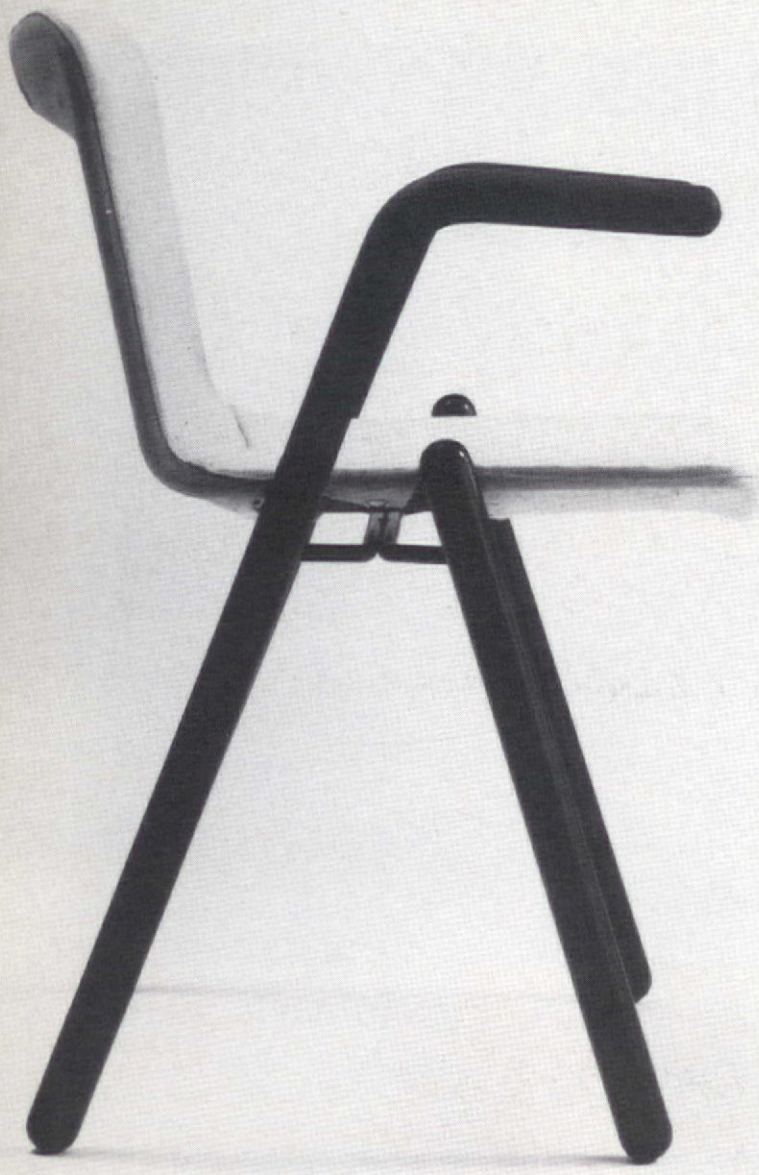
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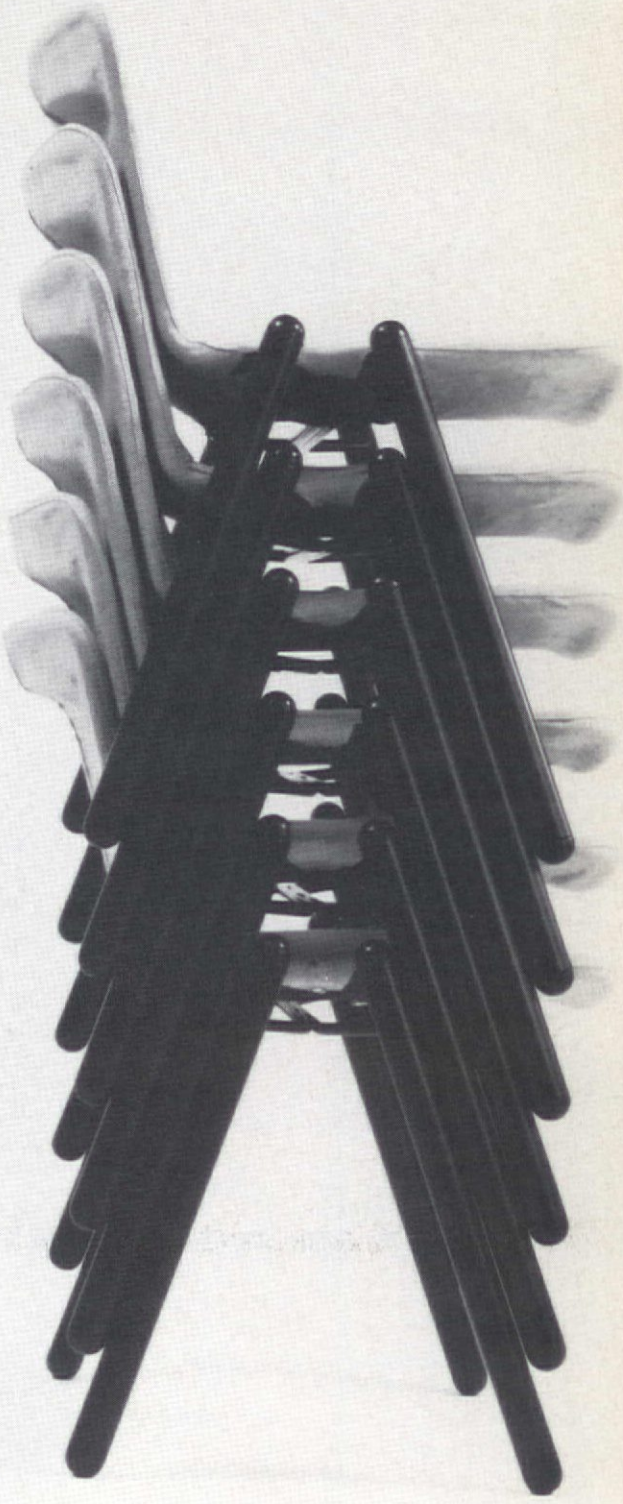
THE DOLLY CHAIR

designed by: Barsacchi Silvano and Vegni Giancarlo
materials: painted steel frame and cotton jute cover
colors: black frame, natural tan seat and back
features: the side chair stacks; the covers zip-off for cleaning

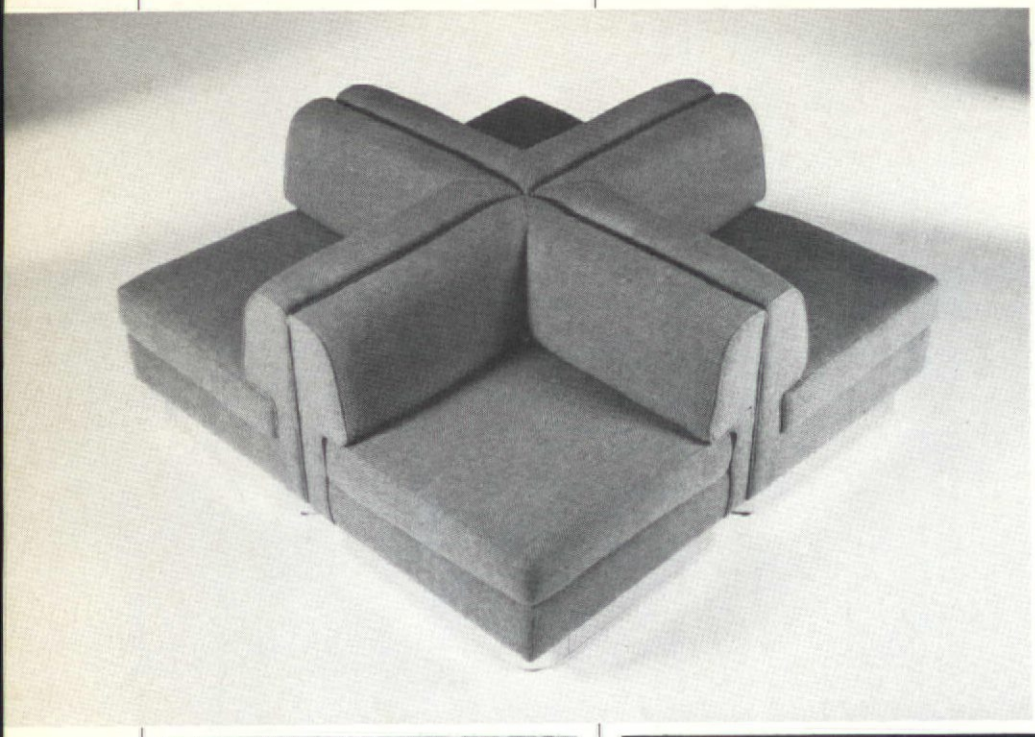
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Circle 30 on reader service card



Modular seating set on radius base

Modular lounge seating from **Carolina Seating div. U.S. Furniture Industries,** rests on a radius corner base. Units may be arranged in many configurations and are available in a wide choice of new fabrics. Sculptured line is designed by Marcel Beck.
Circle No. 268.



Flooring installs without adhesive

Contempora vinyl flooring is a new type of permanent vinyl floor that does not curl or shrink when installed without adhesives, staples, or fasteners of any kind. Flooring, from **Congoleum,** is engineered with Accu-Fit construction that is dimensionally stable to prevent cracks and ridges from subfloor irregularities, eliminating subfloor preparation. Emerald Glen (shown above) is a natural, random stone design with grout lines and stone-like striations. Flooring is available in five color combinations with a high-gloss wear layer in 12-ft. widths.
Circle No. 269.



Sloping arms create graceful styling

Modified waterfall armrests distinguish **Jansko's** 2200S side chair, suited for restaurant, hotel/motel and office use. Model measures 24 by 24 by 31-in. high. Matching executive chair, is equipped with a high torque mechanism. Model 2200 Ex measures 24 by 24 by 40-in. high. Both upholstered chairs come in a variety of coverings.
Circle No. 270.

SCOTT SERIES



R3672DP DOUBLE PEDESTAL DESK
36 x 72 x 29" H
In oiled oak or oiled walnut

QUICK SHIP PROGRAM

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ARCHITECTS & DESIGNERS BLDG 964 THIRD AVENUE, NEW YORK, N Y 10022 TELEPHONE (212) 758-2611

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Watch for our June issue...

CONTRACT's Government "Executive Buyer Edition" will give you—and 5,000 government end-users—all those hard-to-get details

June CONTRACT
will feature the government market



Our Government "Executive Buyer Edition" will provide the latest, most valuable information available on this major contract market to the approximately 27,500 top specifier/buyers who regularly receive CONTRACT— plus 5,000 government administrators and purchasing executives at federal, state and local levels, including military, courts, Veterans Administration, etc.

Advertising Deadlines: May 7, orders; May 15, film; May 19, furnished inserts.

Also, upcoming "Executive Buyer Editions" will focus attention on these important markets:

August... Practical editorial information, plus extra circulation to 5,000 large corporation facilities planning executives. Space closes approximately July 11.

October... Practical editorial information, plus extra circulation to 5,000 bank presidents and chairmen of the board. Space closes approximately September 12.

November... Practical editorial information, plus extra circulation to 5,000 office managers and facilities planners. Space closes approximately October 10.

December... Practical editorial information, plus extra circulation to 5,000 planners, developers and managers of stores, chains and shopping centers. Space closes approximately November 7.

February... Practical editorial information, plus extra circulation to 5,000 health care executives. Space closes approximately January 10.

Contract

A Gralla Publication/1515 Broadway/New York, NY 10036/(212) 869-1300

QUICK ACTION PROGRAM

To deal effectively with the demand and time required on the job, Castelli Furniture has introduced the **Quick Action Program**, designed to satisfy the ever increasing demand for quick shipment of seating.
The in-stock collection shown, is available for shipment within ten days from receipt of order.



AK/R Alky modular lounge chair



343 armchair, **345** swivel tilt armchair



106 stacking and ganging chair



236 secretarial chair

CASTELLI

Headquarters and showroom
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New York, N.Y. 10022
212/751-2050

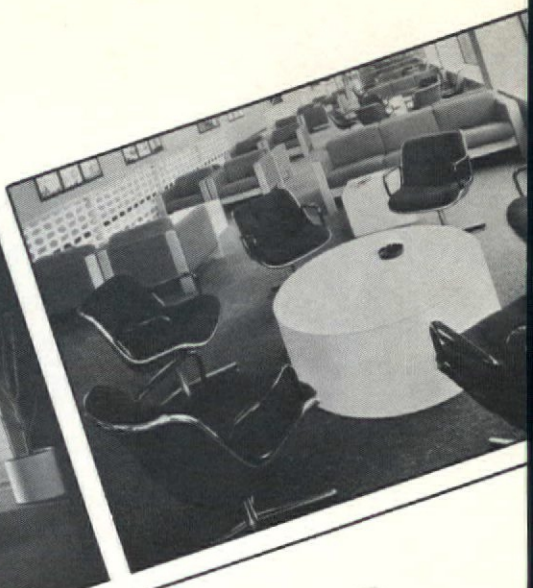
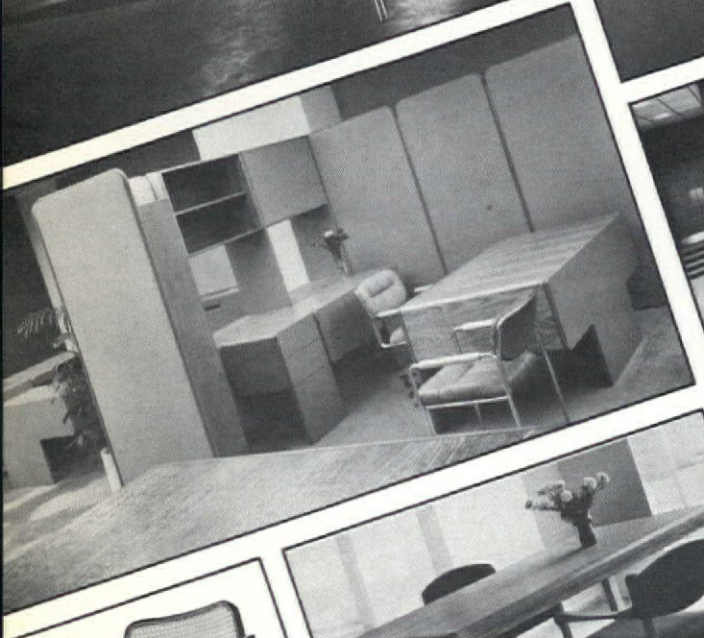
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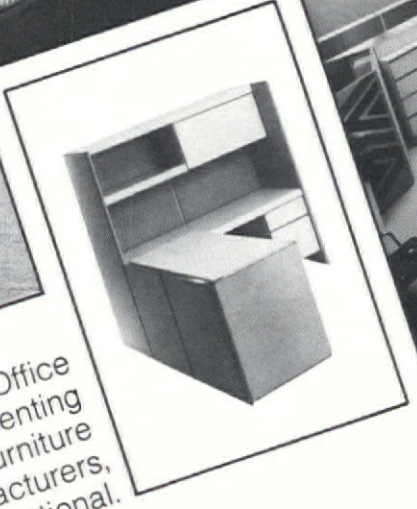
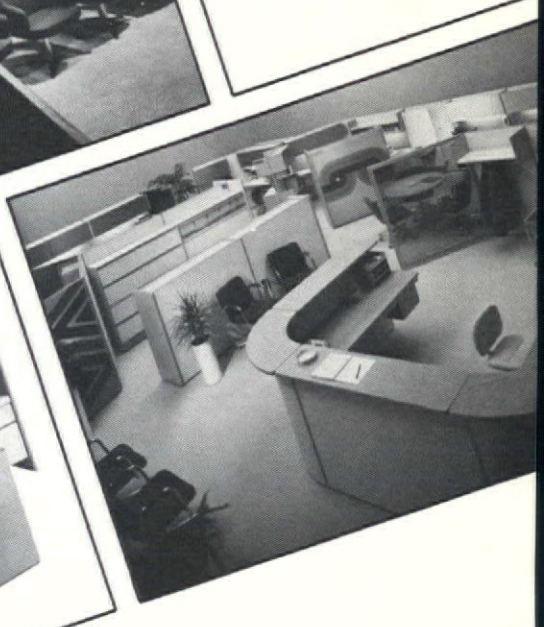
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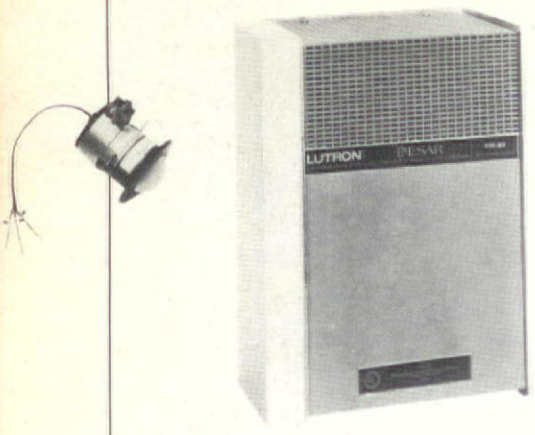
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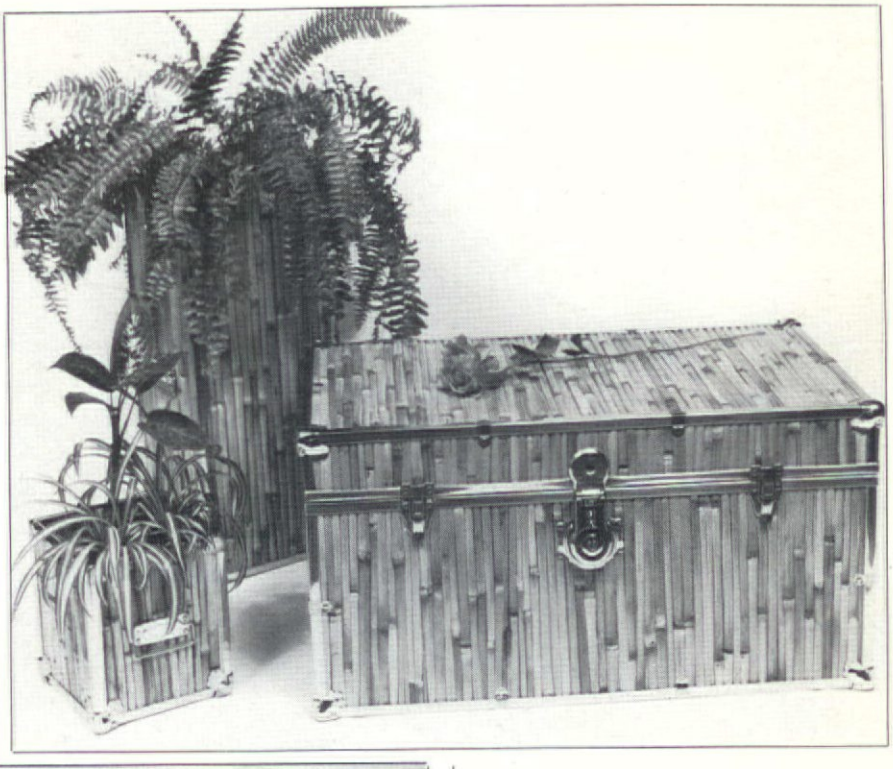


Sensor monitors artificial light

Paesar, a line of automatic lighting controllers can cut lighting energy usage in half, as well as reducing cooling and maintenance costs in new or retro-fit applications. Paesar, by **Lutron Electronics,** allows natural daylight entering room to supplement artificial lighting. A small daylight sensor (above left) mounts neatly in the ceiling, automatically monitoring the amount of daylight entering the room. As daylight increases, the sensor signals a remotely mounted power control module (above) to gradually decrease artificial light levels by slowly reducing the power supplied to lamps.**Circle No. 250.**

Translating the campaign style

Furniture descendants of campaign trunks that once carried the personal effects of Union Army generals to places like Bull Run and Gettysburg have been expanded to larger campaign styles, from **Ego Designs.** The new line consists of tables, chests of drawers, and a small desk, augmenting the existing trunks, planters, cubes, fern stands, and tables. Larger pieces are finished in brass, chrome, or copia grass weave. Ego is a subsidiary of Ikelheimer-Ernst.
Circle No. 251.





Ambient lighting saves up to 50%

Indalux, an indirect ambient lighting concept from **J.H. Spaulding**, reportedly saves up to 50 percent of energy required by conventional lighting systems since fewer units are needed to achieve desired results. HID luminaires reflect off the ceiling and are diffused symmetrically or asymmetrically over a wide area. The space lighting optical system features a computer-aided reflector design that offers maximum light distribution.
Circle No. 249.

The Hancock collection



Styled in the universally admired traditional manner, The Hancock collection offers today's executive traditional charm, modern durability, and a range of pieces broad enough to create a functional and beautiful office.

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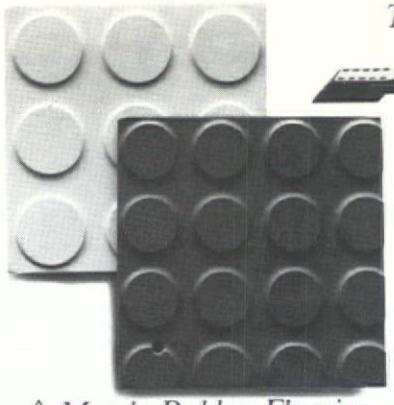
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△ *Museum Clock from Howard Miller.*

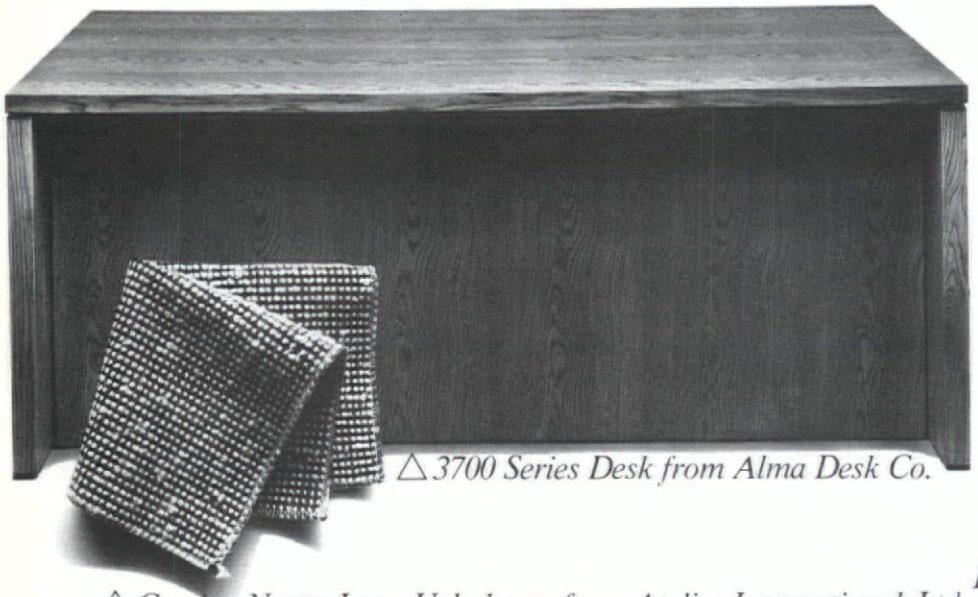


△ *Mondo Rubber Flooring from the Slater Co.*

Tizio Lamp (Artemide Collection) ▽ from Castelli Furniture.



△ *Black Portoro Ashtray by DiRose/ Giusti from Atelier International, Ltd.*



△ *3700 Series Desk from Alma Desk Co.*



△ *Vertebra Chair from Krueger (exclusive licensee of OPEN Ark B.V.).*

△ *Cassina Noppe Lana Upholstery from Atelier International, Ltd.*

Don't ruin all this by hanging a piece of junk on the wall.

An office design is only as strong as it's weakest element. Tragically, that's often the art on the wall.

Not because interior designers and their clients don't recognize great art.

But because they can't find it.

Finding fine art is as much an art as finding fine furnishings.

It takes, of course, exquisite taste. But it also requires instant recall of practically everything painted, drawn, sculpted, woven and printed in the last twenty centuries.

It takes years of seasoning in the rough and tumble world of art. A thick black book of confidential contacts on every continent. And last, but not least, a more than rudimentary knowledge of interior design.

A tall order. So tall, no one seemed to be filling it.

That's why Merrill Chase decided to lend its knowledge of the art world to the business world.

We're one of the top five galleries in the country. Easily. With an array of art from Durer to Dali. In fact, chances are great that we can locate something for you at the touch of a button. Our 44,000-unit stockroom is completely computerized.

If not, we have a world-wide network of art finders. They'll search high and low for the right work of art. From a huge auction house in London. To a back-street gallery in Paris. To the estate of an obscure Thai nobleman in Bangkok.

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But it can be. Through Merrill Chase, works of art can be commissioned. You choose the style. The subject. Even the artist.

It's services like these that have made the Merrill Chase retail galleries into a multi-million dollar business. And as a business, we understand the needs of businesses.

Businessmen don't like to wait. So, except in the case of commissioned work, pieces are delivered within 8 weeks. Other sources take from 26 weeks. To a year. And more.

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And businessmen like personal service. After we lease or sell a work of art, we frame it. And hang it. Correctly. No extra charge.

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Because business deserves fine art. Not just fine furniture.

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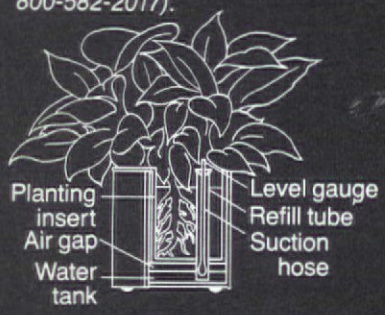
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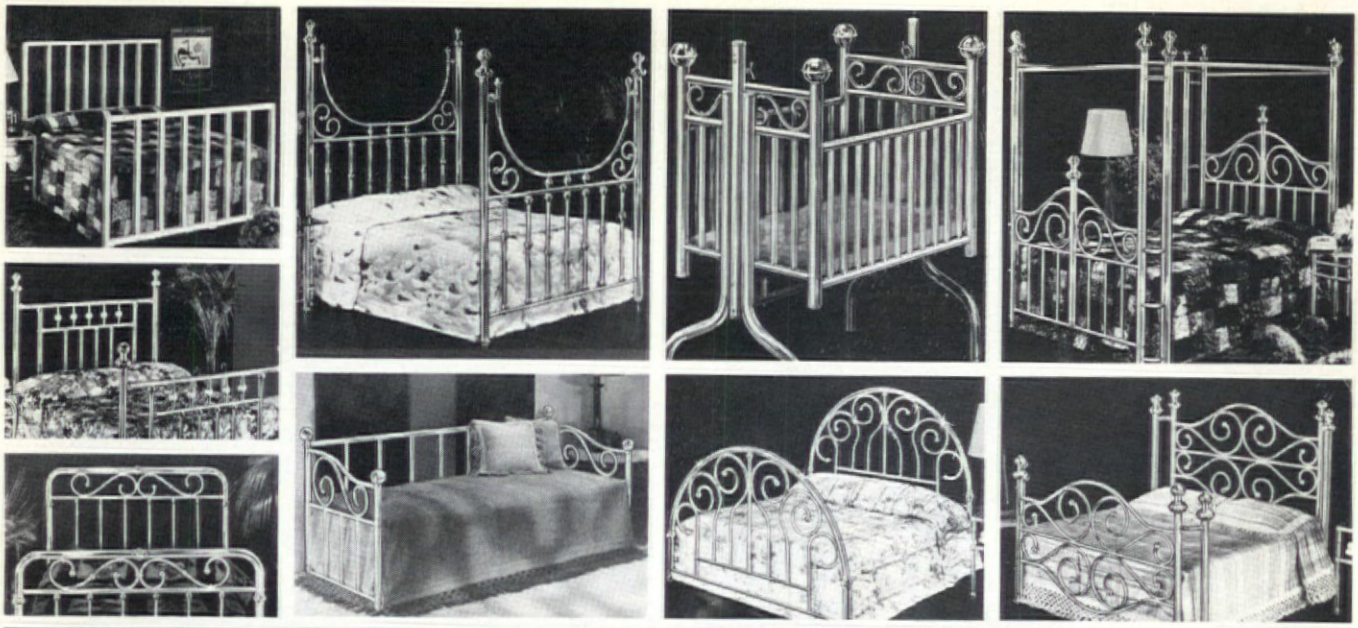


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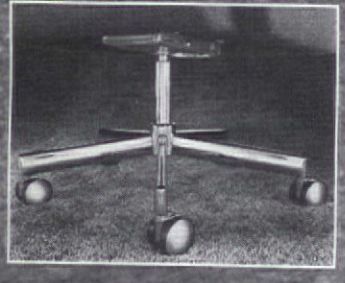
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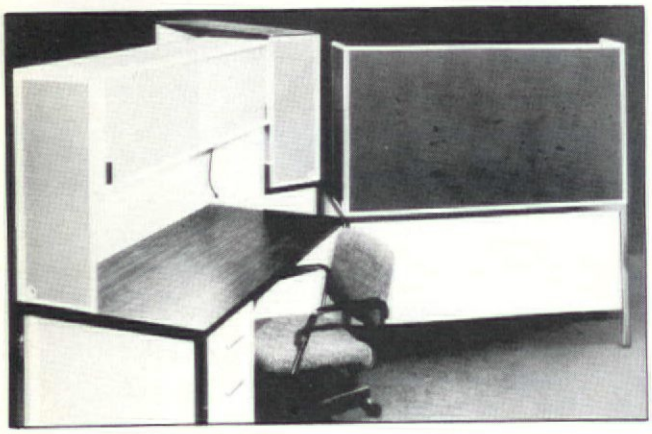
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Modular nature of Circle Seating Group by American Seating allows a wide variety of spatial arrangements. Chairs, designed by Leif Blodee, have molded foam over a tubular steel and plywood inner frame. Cast iron connectors lock into lower rim of individual pieces to hold groupings in place. Connectors disengage for changing needs. One table has recessed area for potted plants and upholstered top and sides. Inset table is also upholstered.
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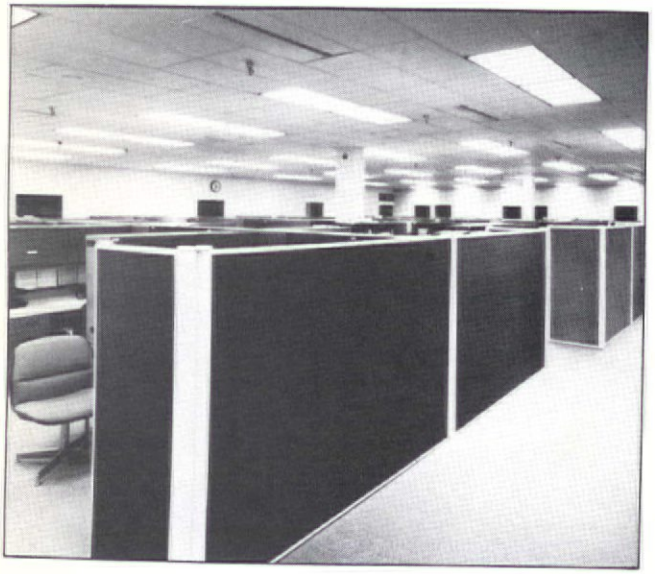
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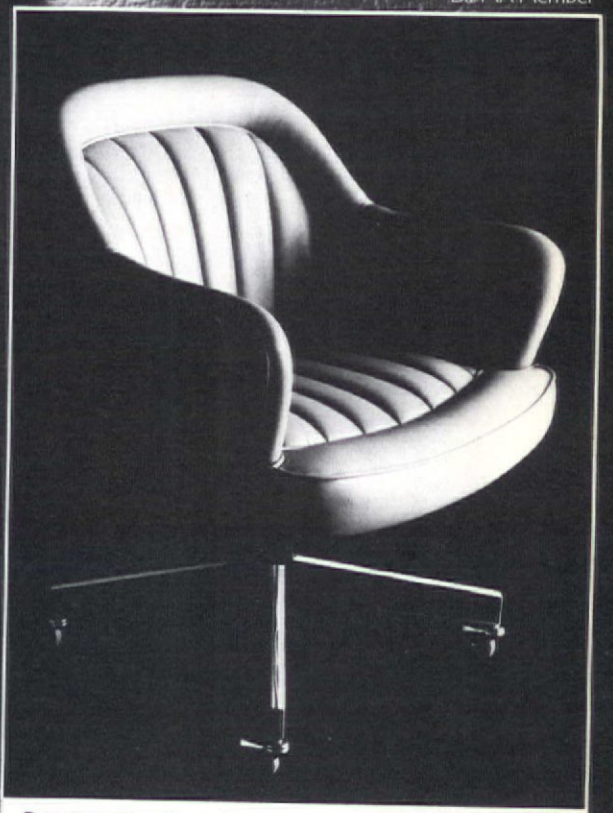
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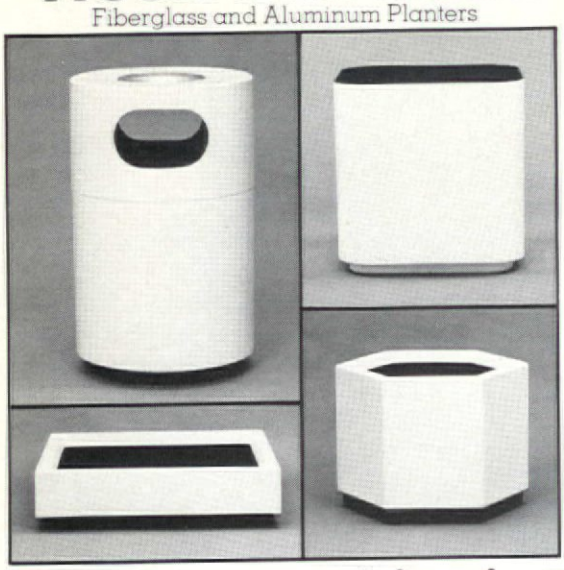
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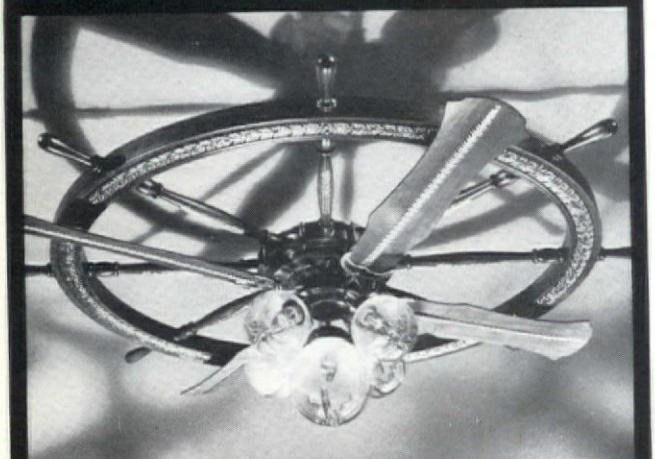


Highback offic chair C92062 was designed by Edward Vasquez for La-Z-Boy. Series also includes lowback swivel tilt and matching pull-up chair. Swivel tilt casters, swivel glides, return swivel glides, and fixed base glide are options. Four-span wood base comes in light oak or walnut finish.

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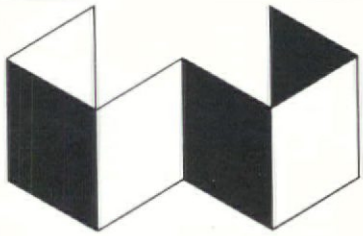
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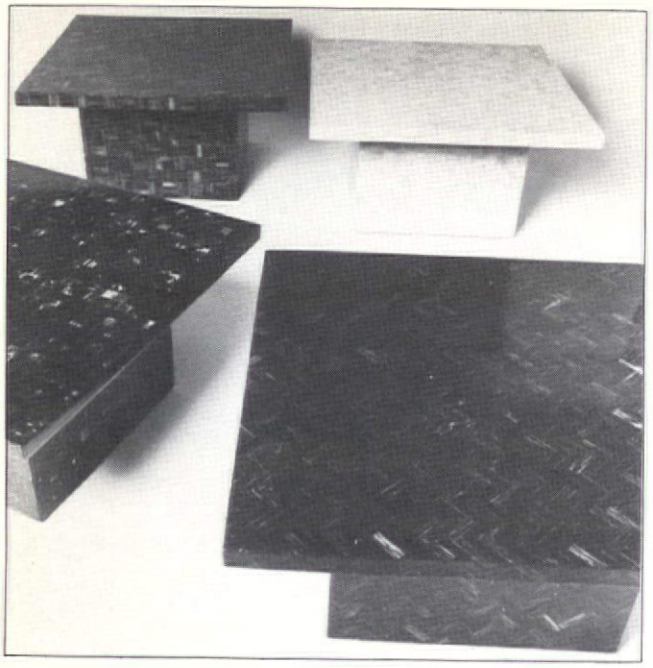


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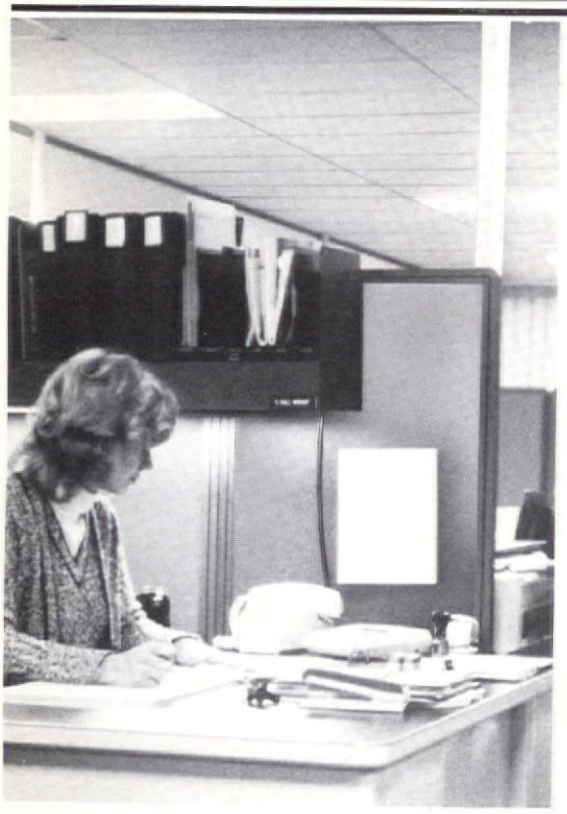
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CHAIR DESIGNED TO MANEUVER IN SMALL SPACES



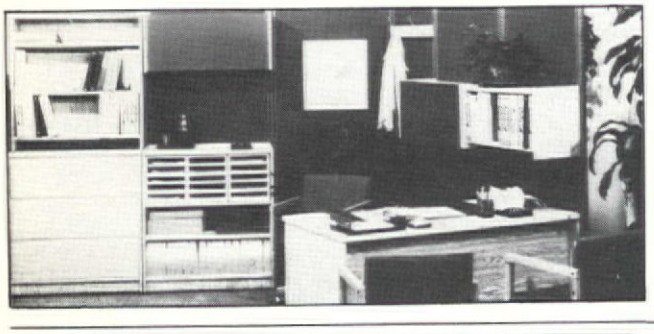
Designed for open landscaped offices, this upholstered chair may be ordered with a swivel non-tilt with memory, glides, or Pacer dual wheel casters. Strata Series is available in mirror chrome or antique bronze finish or wood base from AGI.

Circle 316 on reader service card.

SCREENS HOLD GLASS, PROJECTION SURFACES

Office system by EIF consists of executive, clerical, and stenographic desks, storage units, and screens. Screens can accommodate variety of panels including fabric, glass, wood, projection surfaces, and louvers.

Circle 317 on reader service card.





Circle 98 on reader service card



EXPANDED WIDTH HOLDS PARENT AND CHILD

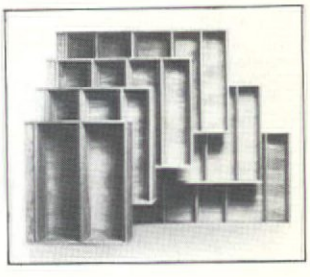
Hex Pac modular seating system, designed by Keith Muller for Valley City Manufacturing, consists of seats, tables, and planters. All units are available in two sizes. Seats are single size (26-in.) or one and a half sizes (32 in.) to accommodate one child and one adult together.

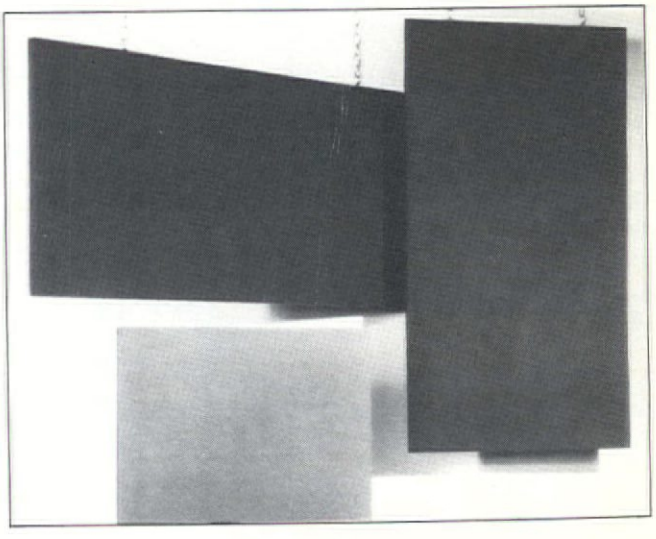
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VENEERED BOOKCASES HAVE FINISHED BACKS

Bookcases by Diversified Seating are constructed of walnut veneer with finished back panels. Fully adjustable shelves are 12-in. deep. Bookcases are 36-in. wide in six different heights, ranging from 30- to 84-in. Units may be shipped assembled or K.D.

Circle 319 on reader service card.



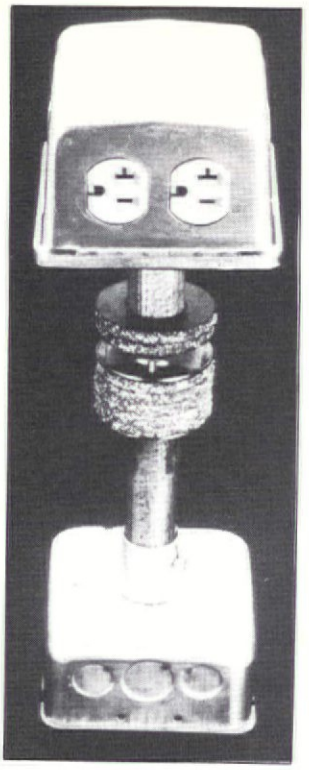


PANEL HAS FIRE-RATED FABRIC MATERIAL

Polychromic Designs acoustical panels are constructed of 1-in. thick fiberglass core, upholstered with fire-rated fabric material. NRC rating is 0.84.

Circle 320 on reader service card.

POKE-THRU MAINTAINS FIRE RATING



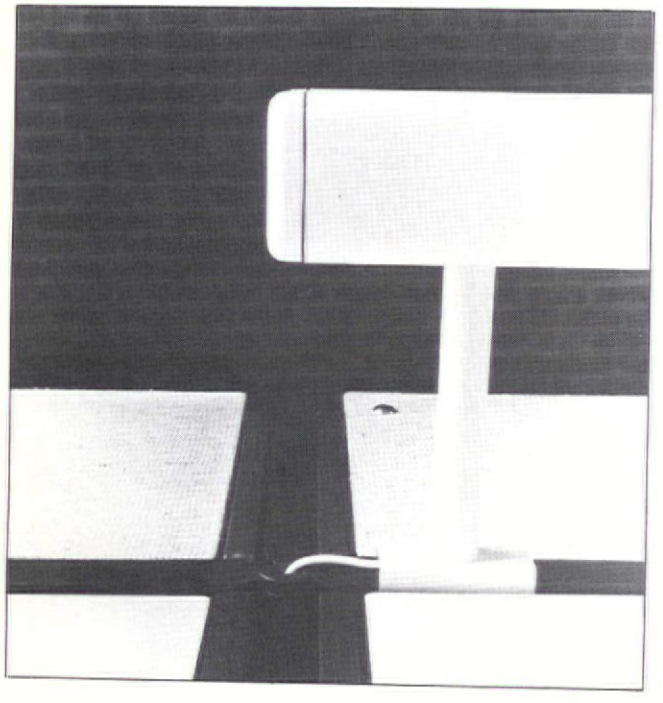
Poke-thru assembly designed to allow through-floor wiring without jeopardizing the fire-retardant integrity of the floor in which it is installed is by Walker Parkersburg Division of Textron. Walkertap provides an effective seal against the spread of fire and smoke from floor to floor, in compliance with NE Code Section 300-21. Unit permits service fittings to be installed at desired locations and wired from the ceiling of the floor below, through holes cut or drilled in the concrete floor. Electrical and telephone wiring pass up through the tube assembly to the receptacle. Walkertap is UL-listed for 1, 1½, 2, 3, and 4-hour rated floors, and meets all NEC standards for fire-retardant through-floor wiring.

Circle 321 on reader service card.

POWER SYSTEM CONTAINS 2 CIRCUITS PER PANEL

Westinghouse power and communications distribution system has outlets only where needed, plug-in flexibility, a variety of infeed components, two circuits per panel, and fold-down raceway face plates. In addition, the system offers symmetrical panels and, reportedly more powered workstations per circuit than most competing systems.

Circle 322 on reader service card.



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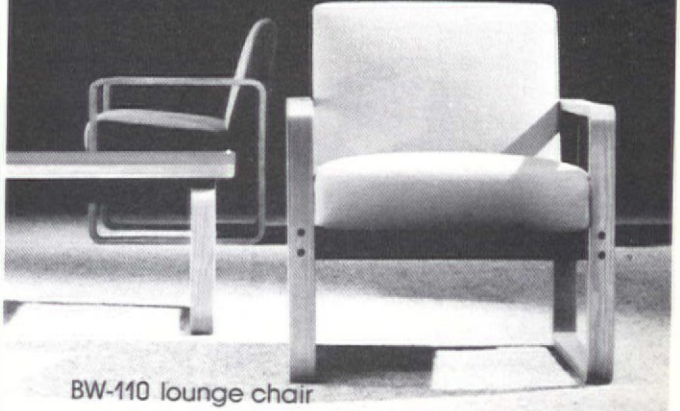
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WORDEN seating designs have been used successfully in Libraries for years providing durable, good looking, economical solutions. These same proven seating designs are also solving the needs of many public areas, from retail outlets to hospital applications. Literature on these expanded product lines is available from WORDEN or their local representative.



BW-110 lounge chair

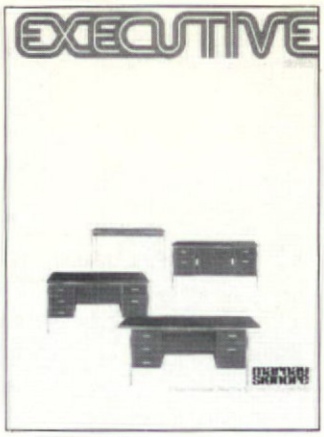
The Worden Company
199 e. 17th st., holland, michigan (616) 392-1848

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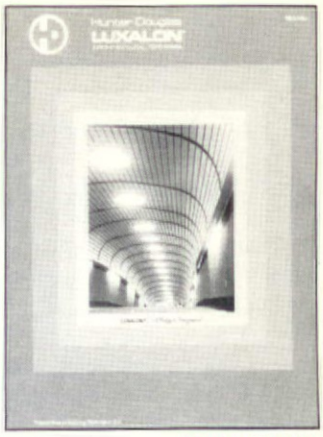
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CATALOGS & BROCHURES



Marnay-Signore



Hunter Douglas

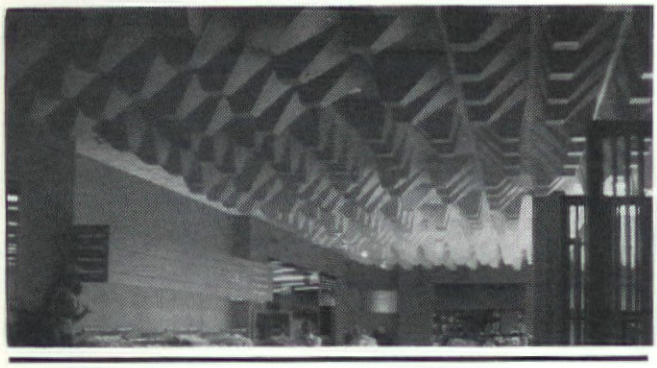
Executive, Oakwood, Econoline, Corsair, and Budget Series office furniture are described in four-color brochures from Marnay-Signore. Sizes are included.
Circle 323 on reader service card

Ceilings, soffits, and facades can use Luxalon systems to integrate standard ventilation and lighting products. Special air diffusers and lighting fixtures are also available. Brochure from Hunter Douglas includes photographs.
Circle 324 on reader service card

Tapestries bring esthetic warmth to environments designed with chrome, glass and steel. Catalog from Modern Master Tapestries illustrates variety of modern designs.
Circle 325 on reader service card

dynamic dimensions

decorative ceiling systems



Over 32 styles compose the 'system.' All of which add depth, color, texture & brilliance. The 2'x2' or 2'x4' plastic panels come in a rainbow of colors plus chrome...this makes the 'system' ideal for Malls, Lobbies, Discos...wherever the look of the 80's is desired. Designed for simple "drop in" installation, the panels can be used to up-date any existing suspended ceiling. A color brochure is available showing installations & our full line of panels. Scale models of the panels are also available to help you plan installations.
For further information, contact, Harvey Spinowitz National Sales Manager at (212) 388-4024.

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Manufacturers of Architectural Planters and Lamps

Earthgender, Inc.
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Telephone: (213) 640-0231



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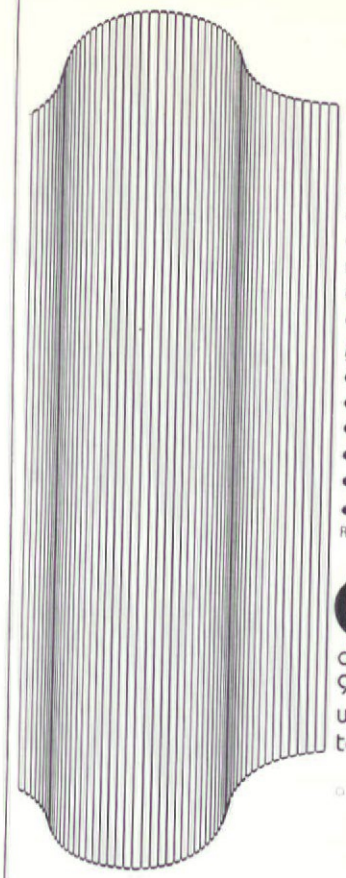
Antron III carpets by Kenmore range from textures and velvets to cut and uncut piles, in stock or custom colors. Sample book shows Kenmore's Velvelous, Kentuft, Tuscany 40, and Smoothtone lines.
Circle 326 on reader service card

Spectra indoor lighting by Wide-Lite Corp. uses HID lamps from 70 to 1000 watts in wide choice of options and models. Sealed, dust-tight construction and computer-based reflector systems cut down on energy consumption. Brochure describes lighting as well as new system of obtaining cost analyses and engineering information via portable terminal units that require only telephone link to Wide-Lite's central computer facility.
Circle 327 on reader service card

Wood and textile laminate panels by Diller can be applied to walls, doors, shelves, and other surfaces. 4-ft. by 8-ft. sheets are protected with melamine and have Class 1 Fire Rating. Application procedure is described in pamphlet.
Circle 328 on reader service card

Geriatric chairs by Madison Furniture Industries are available as rockers and with ottomans. Brochure shows color samples of fabric or vinyl upholstery.
Circle 329 on reader service card

Victor fireproof insulated files in a large variety of sizes include card trays, tape files, label files, and check files. Brochure includes complete specifications.
Circle 330 on reader service card



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